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Modern FOOD STORES

EDITED BY

CARL W. DIPMAN

EDITOR • THE PROGRESSIVE GROCER

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THE PROGRESSIVE GROCER

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PREFACE

The principles that governed food retailing a few years ago were very simple.

The arrangement of the store then was of little consequence. Stores were more or less alike, and the consumer generally patronized the nearest one.

But what a change has taken place!

Competition has increased in intensity. Margins have been slashed. Now food merchants vie with one another in the swift pace of competition. They compete with one another, first on the basis of operating efficiency, secondly on the basis of consumer appeal.

Stores that meet the needs of modern food merchants, then, must be so built and arranged as to insure an economical performance. Furthermore, they must make all of the appeals — through display, arrangement, lighting, etc. — to which experience indicates housewives respond.

But the retail food business is done under a wide variety of conditions. Each store has a different set of local conditions to meet.

A wide variety of stores and plans, therefore, is presented in this volume in the hope that whatever conditions may confront a food merchant, there will be something of value to help meet those conditions. On the theory that a picture is worth a thousand words, the space in this volume is largely devoted to pictures and drawings. The text is held down to a minimum.

For valuable assistance in the preparation of the material in this book we wish to thank the many food merchants who so willingly gave their co-operation that made possible much of the material used in this volume.

We wish especially to thank A. D. Michaels, associate editor of THE PROGRESSIVE GROCER, for painstaking work and valuable assistance in compiling and presenting this material.

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CARL W. DIPMAN,
Editor of The Progressive Grocer.

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INTERIORS

THE OLD IDEA

The store is a warehouse. It carries what people *demand*. Long lines of counters and show-cases separate customers from merchandise — so the sales person waits on the customer, gets from hidden drawers, boxes, and shelves what is demanded. Stock is arranged for convenience of clerks, with no particular thought to sales. Demand items are given the prominence.

THE MODERN IDEA

The modern store is a salesroom — and displays anything that sells at a profit. The customer is considered a bundle of sales possibilities — so is brought into close contact with a variety of merchandise — is invited to see and handle it. As a customer sees and handles, new wants are made that result in additional sales. Stock is arranged to the end of (1) best possible customer appeal, (2) operating efficiency.

The modern food store of today, while simple in construction, differs widely from the store of yesterday.

The old-fashioned grocery store was to a large extent a storeroom. The merchant was a storekeeper.

But the modern food store is a scientific salesroom. The merchant is a modern sales engineer.

In this evolution there has come into use a new type of salesmanship. For the want of a better term let us call it *silent salesmanship*. While personal salesmanship still has, and always will have, a valuable place in food retailing, yet it must be supplemented with the new *silent salesmanship* — sometimes called display. Yet never can the merchant lose sight of operating efficiency — the elimination of steps and lost motion so that his merchandise may flow through his store with the least expense.

Let us enumerate briefly some of the principles that the merchant must take into consideration when planning and building his scientific food store.

The grocer must endeavor to increase the average sale to old customers, and attract new customers.

Rarely today does a grocer sell *all* the foods that his best customers buy. Chances are that some other merchant — or several of them — also get a part of each customer's trade. The housewife today shops about considerably.

The merchant, then, who wishes to hold his own against competition must endeavor through store arrangement and store display to get the housewife to purchase three or four more articles on each visit to the store than she expected to buy when she entered. Moreover, he must endeavor to make his store so inviting and attractive that the housewife will be eager to return — and better yet, that new customers will be attracted.

An adequate variety of stock is essential. The housewife has shown a decided preference for the complete food market — a store in which she can buy all her table supplies under one roof. Combination stores or complete food markets have been on the ascendancy in the past few years. Specialty or single-line stores have been declining in volume of business and influence.

To the extent that a grocery store is a modern food department store, to that extent does the merchant have the opportunity of increasing the average sale and incidentally improving his operating performance.

The food merchant must endeavor to keep his operating expenses down to a minimum. — The cost of operation can be reduced still further in many stores. But in order to reduce the operating expenses the store must be efficiently operated. Lost motion and unnecessary steps must be eliminated. Stocks must be so arranged that an order can be filled or a customer waited on with the fewest possible steps and in the shortest possible time. If the customer can be made to serve herself, at least partially so, so much the better, for the operating expenses will be reduced.

The Senses. The housewife contacts the food store through her senses — taste, hearing, smell, touch, and sight.

Touch and sight are by far the most important of these senses in selling food.

Smell is of some importance too. In planning and operating a store every precaution must be taken so that the odor of clean, fresh foods predominates. Odors that a grocer may not be conscious of or that may not be offensive to him may be very offensive to a woman — yes, even nauseating.

Every store must be ventilated so as to assure a constant flow of fresh air. The heating system must be efficient, or disagreeable odors will result. Where circulating air heaters are used precautions must be taken to assure a supply of fresh air rather than musty air from the basement.

The odor of a store can often be the means of making women like it — making them feel happy and cheerful in it — or it can be the means of driving them away.

Touch. Every grocer knows that when a woman picks up and handles an article the sale is half made. That's because the product registers through the woman's sense of touch as well as sight.

Articles that are so arranged or displayed in the store that the housewife can touch or handle them readily generally lead in sales — as for example when displayed on a counter, floor display, table display or open shelf.

To get the most out of touch, then, every product that admits of being handled should be so displayed that people can handle it — touch it. A display under glass cuts off the possibility of touch. When counters and show-cases or other obstacles are placed in front of shelving, customers cannot touch and sometimes cannot even see the merchandise offered for sale. That's why an effort is made in the modern store to so arrange merchandise and equipment that as much of the stock as possible is on open display where people can handle it.

Modern store arrangement, then, takes every opportunity of capitalizing the sense of touch. But the sense of touch can also be offended. A creaking floor may not be the least bit annoying to a merchant, but may annoy customers. Boxes, barrels and baskets standing around the entrance or in the aisles are in the minds of women associated with nails, splinters, torn skirts or a run in a new pair of stockings. The modern store, therefore, offers no opportunity of stumbling over boxes, barrels, baskets and other obstructions in the aisles or entrances.

Sight. So important is sight in the food store that it has been said women buy with their eyes. The principle of sight must constantly be kept in mind in arranging a store. Everything possible should be so stocked that it can be seen, for people cannot buy with their eyes what they cannot see. Women love to feast their eyes on attractive displays of foods — on fruits and vegetables, meats and packaged merchandise. Therefore, the modern store eliminates as far as possible woodwork, boards, glass, cartons and clumsy fixtures that actually hide merchandise and obstruct sight.

Sight and touch, then, give us the key to modern store arrangement. The ideal is this: Every item that admits of being handled should be so displayed that it can be picked up and handled by the housewife. Every item sold in the store at a profit should be so arranged that it can be seen.

The merchant or his employees can fill orders with the least amount of foot-work in the well-arranged store. In discussing this point let us, for the sake of clarity, draw a picture. Let us picture what the ideal store would be like if we had nothing to consider except how to eliminate steps — realizing at the same time that such a store is not possible. By drawing a picture of the ideal we can work to the practical.

If the stock were so arranged that you could fill an order *without moving out of your tracks,* then you would have a perfect store from the standpoint of operating efficiency. One item called for on an order would be in front of you, another on the right, the next on the left, one to the rear and so on. No steps would be necessary.

Of course, such a store is not possible, for there are many other considerations. But it is well to keep in mind this ideal when considering store arrangement, and then to see how nearly it can be attained.

In reducing the operating expenses, then, all unnecessary lost motion must be eliminated. In the small store the fast sellers can be concentrated in the center of activity (usually near the cash register and counter) so that an order can be filled with the fewest possible steps. (On page 62 will be found a discussion of the efficient order room.)

General Principles. Of course, there are some item in the grocery store that can not be displayed in the open. Some must be kept in a refrigerator, or better yet, a refrigerated display case.

● Open shelves, display tables, floor displays and self-serve cases make it possible for the consumer to see and handle every grocery product in this self-serve store. The equipment and displays are so placed that the customer makes a complete circuit of the store before leaving this Piggly-Wiggly (Nashville, Tenn.) market.

● There is food, food and more food to tempt the housewife everywhere she turns in the Loft market, New Rochelle, N. Y. Not only is practically all the packaged merchandise displayed on tables, but the specials are given extra prominence through mass displays, and for good measure jumble baskets are used to snare extra sales.

The displays in the Big Bear Market, Jersey City, N. J., are designed to make the economy appeal. Large piles with bold price tickets give the impression of rapidly-moving, fast-selling merchandise at low prices.

In contrast to the photograph above, this display of the Park Stores Market, Plainfield, N. J., makes the quality appeal. By comparing the two we have an example of how a desired store atmosphere may be secured through display and arrangement.

The fruit and vegetable displays of the Wellworth Market, Roxbury, Boston, are worked out in contrasting color to give that extra eye appeal. Study this display closely and you will discover a number of artistic touches. Price tickets would help.

Others must be protected from handling for sanitary reasons. Therefore, there must be some glass show-cases. Unwrapped baked goods, bulk candies, delicatessen products, cigars and other items, must still be kept under glass. There can be only partial realization of the ideal: everything out where it can be seen and handled.

But we must not forget that when a woman comes into the store she is interested in merchandise. She wants contact with it. She wants to read the label on the package and the directions for the use of the product. That is why the grocery store should be arranged with as much open display as possible. Give the merchandise prominence — not the counters, show-cases and fixtures. Nothing is more interesting to the housewife than a myriad of products — packages and labels, bottles and cans, fruits and vegetables all attractively presented.

The properly arranged store, then, has no unnecessary barriers. It lets women and merchandise meet.

As far as possible every square inch of the eyes' range of vision, from the top of the shelving down to the floor, wherever the customer stands, wherever she looks, should display merchandise. Yet in many stores clumsy, antiquated fixtures and contraptions occupy more of the woman's range of vision than the merchandise itself. Women are not interested in woodwork and lumber — in boards, planks and tin.

It has been found that open display — letting women have access to merchandise — can actually increase sales as much as 30% and frequently more. Besides it will help reduce the selling expense, for in the well-arranged store women will to some extent, if not wholly, wait on themselves — and enjoy doing so.

The well-arranged food store has nothing in it to obstruct the view — no displays or fixtures above the eye level. The fixtures and displays are no higher than 40 to 44 inches. When higher, they obstruct the view and hide merchandise rather than show it.

The well-arranged store does not have a crowded appearance. By keeping equipment low, by having no high displays, a crowded appearance is avoided.

The well-arranged store has no merchandise or unnecessary obstructions suspended from the ceiling.

The well-arranged store is well lighted. It lets in all the daylight possible, and if not sufficient uses plenty of electricity, especially in the rear of the store.

The well-arranged store is clean. By clearing out the old fixtures, obstructions, antiquated equipment, baskets, and barrels, by getting rid of old stocks, the store can be kept clean easily.

The walls and ceiling of the well-arranged store are freshly painted. A light warm shade is desirable.

In the well-arranged store the shelving should not be over seven feet high. As far as possible shelving should be kept open so customers can wait on themselves if they wish.

The well-arranged store has very few show-cases. Show-cases should be used only for merchandise that needs protection, as meats, cigars, bulk goods, etc. The cases used should be floor cases. They should rarely be over 40 to 44 inches high.

The well-arranged store does not have bread cases standing on top of counters.

The well-arranged store does not have any more counter space than necessary. It has been found that seven or eight feet of counter space is sufficient for two clerks.

The well-arranged store has all the products it sells well displayed, yet at the same time looks to efficiency of operation.

The well-arranged store is so planned that low-margin merchandise does not occupy too much of the valuable selling space.

The front of a good food store is free from objectionable signs and other obliterations.

The windows of the well-arranged food store have no high backgrounds. Eighteen or 24-inch backgrounds are sufficient. People standing on the street should be able to see the interior back wall of the store.

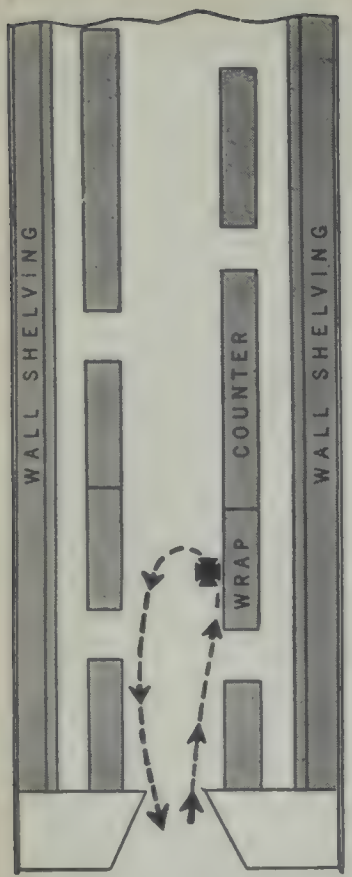
The merchandise in a well-arranged store is price-tagged.

The well-arranged store is planned with an eye to efficiency — so that delivery orders can be handled quickly and economically with the least amount of confusion, yet the drop-in customers given the best of service. To accomplish both it may be necessary to carry split stocks of certain items, one stock for orders, and a display stock of the same items elsewhere in the store.

The well-arranged store does not occupy more floor space than necessary. Women feel more at home in a compact, busy room than in a large, barny, empty one. The size of a salesroom can often be governed by moving the rear partition forward or backward.

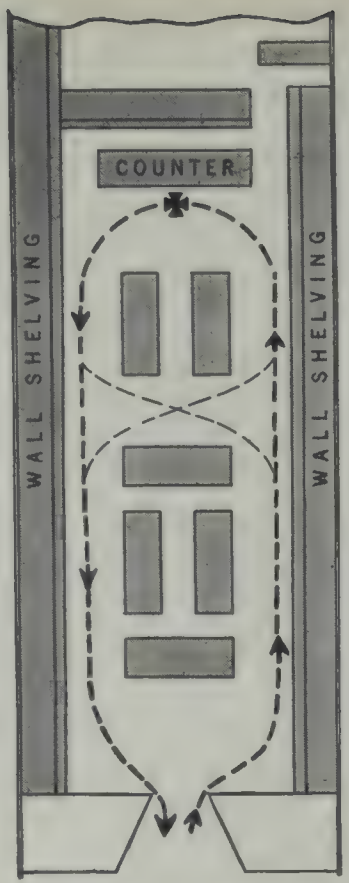
In the well-arranged store merchandise of similar character and use is grouped.

Not a single item is displayed behind glass in a



THE OLD WAY

Store No. 1—A typical layout of the old-style store. Most of the activity is in the front of the store. Long counters and show-cases separate customers from most of the merchandise. About half of the merchandise cannot be seen and less than a quarter of it can be handled. The result is that the store's sales expense is high.



THE MODERN WAY

Store No. 2—The store opposite arranged the modern way. The counters and show-cases have been removed and the side walls opened. The center of activity has been moved to the rear. The equipment and displays have been arranged into islands. Now most of the merchandise can be seen and handled. Sales will increase and expense decrease.

well-arranged store except products that need protection from handling, protection from the elements, or protection from theft.

The well-arranged store is so designed as to attract people to the rear, and thereby increase the display and selling value of all the wall and floor space of the store. That is accomplished by placing the wrapping counters and demand goods at the rear of the store.

The well-arranged store gives display space to the various items of the grocery line commensurate with their earnings. Consideration must be given to both margin and turnover in determining the display space a product merits.

The well-arranged store is so planned that whenever people are waiting to be served they occupy themselves looking at tempting merchandise — things the merchant is interested in selling.

The open display type of store fulfills to a remarkable degree the requirements of a good store as laid down above.

We can best illustrate the open display principle by referring to the accompanying illustrations of store No. 1, the old-fashioned way, and No. 2, the modern way.

Store No. 1 is a typical example of the old-fashioned arrangement. Long rows of counters and show-cases extend up each side and shut off the side shelving. The center of activity is well in the front of the store, as indicated by the dotted line. Customers walk up to the counter and call for what they want. When there are a number of customers in the store, there is generally a huddle in front of the counter. There is very little merchandise out where it can be handled. There is very little to urge customers to walk around in the store — to encourage store circulation. There is nothing to encourage self-service. The grocer and his clerks must bring to the customer standing at the counter nearly everything she wants. There is little browsing about — little opportunity for a woman to exercise her shopping instinct.

Now, through a very simple operation, we are going to convert that store into a modern open-display store. See the illustration of store No. 2. First we shall have to discard some of the equipment. As a rule every old-style grocery store has more equipment than it needs. Next, we will move the wrapping counter toward the rear and place it crosswise. We must use care not to make the store too deep. In the average small store the rear counter should not be more than 40 or 50 feet from the front door. The counters placed at the rear will now draw customers to the rear of the store.

Next, we will take the remaining equipment, turn it around, and arrange it into islands. Through that simple arrangement the majority of the items in stock that were formerly hidden and out of reach are now brought out into view and within reach of the customer. Now the housewife can to some extent wait on herself. Now she can exercise that shopping instinct, browse about the merchandise, examine, handle, read and scrutinize to her heart's content.

If we arrange the store and place the stock skillfully, nearly every customer will be taken to the rear of store No. 2. She will take the courses as indicated by the dotted line, subjecting herself to additional sales as she comes and goes. By contrast, study the dotted line of store No. 1. In other words, the center

On the theory that raw meat is offensive to women, the meat department of the Grocery Guild store, Cedar Rapids, Iowa, displays no raw meat. The customer discusses what meat she wishes with the butcher, and he brings it out to her. The panels on the wall are colored photographs.

● Pre-cut meats neatly arranged and price-marked in the refrigerated cases, sparkling cleanliness, charm touches and covered floor are features of the meat department of Horrigan's Market, Brighton, Mass.

● Training women to buy pre-cut meats makes for more rapid service during rush hours. The Piedmont Grocery Company, Oakland, Cal., tempts women to buy by neatly arranging cuts and setting them off with greens.

● In a medium-sized or small market one employee can frequently act as both pastry saleswoman and cashier if the bakery island is centrally located and well toward the front of the store. The attractive floor contributes much to the inviting appearance of this market.

● Fortnum & Mason, a fancy food store catering to the Park Avenue trade of New York City, establishes an atmosphere in keeping with the fine foods handled and the character of its trade.

● A large percentage of the foods sold by Macy's, large New York cash department store, is delivered, so part of the food department is arranged for convenience of women while placing orders.

of activity which was in the front of store No. 1, has now been moved to the rear in store No. 2. Women will now wait on themselves to a greater extent and buy more. We have now gone a long way to reduce footwork, and incidentally, to reduce operating expense.

Naturally, not every store can be converted from an old-fashioned to a modern store as simply and easily as this. But if we once get the island principle clearly in mind, most any kind of store can be easily rearranged into an open display store.

The Island. Only through the skillful use of the merchandise island can we have complete open display. A merchandise island is simply a collection of merchandise and display equipment in a more or less concentrated arrangement, around which there are wide aisles. In the small store there will be but one island, and that in the front center. In larger stores there can be any number, depending on the size of the store. The great majority of successful stores in other fields — variety, department, and hardware stores — are also built on the island plan.

The grocery island or islands must usually be made up of tables, show-cases, refrigerator displays, and miscellaneous equipment and merchandise. Tables and display cases, however, should predominate.

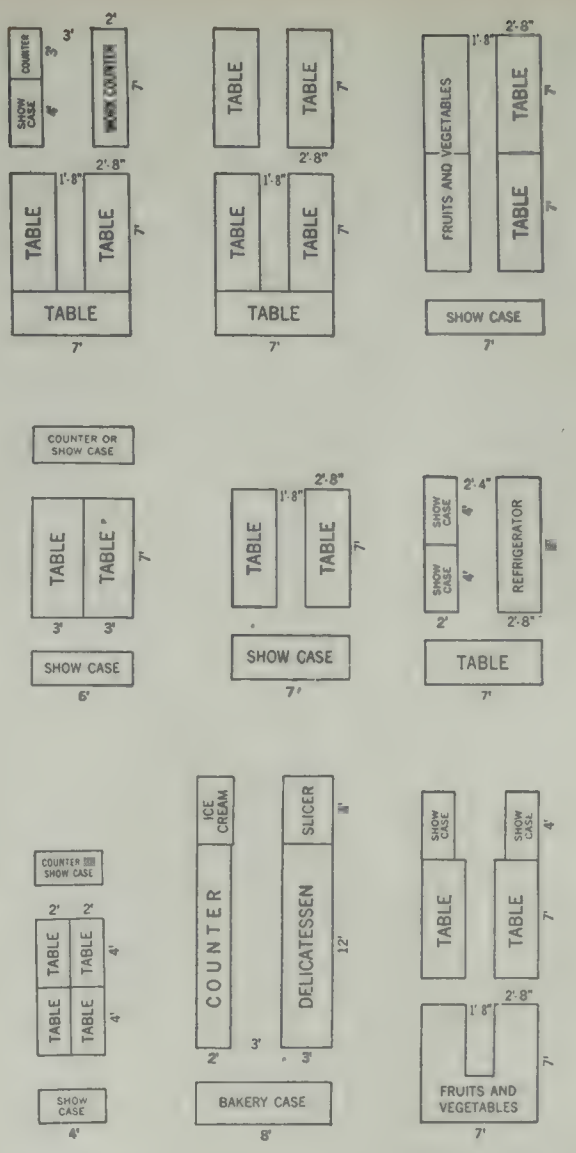
Merchandising experts are pretty well agreed that the open-top display table is one of the most effective pieces of selling equipment known to the science of retailing.

In selecting equipment for merchandise islands, care must be taken to get it in dimensions that make for efficient island arrangement. The average grocery store island is generally from 6 to 7 feet wide. There are exceptions, especially in large markets, where they may be wider. But if the islands are too big, there is more or less wasted space.

Color Scheme. Progressive merchants give the interiors of their stores a light, pleasing, cheerful appearance. The trend has, therefore, been toward creams, light buffs, and light greens. Such shades give a soft, pleasing appearance and set off the merchandise to best advantage. If strong colors like orange, red, or brown are used, they attract attention to themselves instead of to the merchandise.

The tendency has been away from white as the pre-dominating color, but it is used frequently for ceilings, trim and equipment.

The baseboards of shelving and equipment may well



● Almost any floor space can be arranged with one or more islands. This variety of islands shows but a few of the many possible combinations.

be enameled black so as to be easily cleaned and not show scuff marks.

One pleasing color scheme is: light buff or cream walls; light cream, ivory or white ceiling; shelving finished in ivory enamel outside, apple green enamel inside, trimmed with a single stripe of apple green enamel 1¼ inches wide along the top of the molding. Walls and ceiling should be painted with washable paint, cleaned at least twice each year, and repainted as often as necessary.

Other good color schemes for food stores are light buff walls with ivory or white ceiling and: (1) apple green equipment and shelving, trimmed in cream with black baseboards; (2) natural oak wood or other light wood finish for shelving and equipment; (3) light French grey (yellow grey) for shelving and equipment, trimmed in light jade green.

The open-display principle is employed throughout Gowman's Groceteria, Brantford, Ontario, Canada. This type of arrangement for a self-serve cash-and-carry grocery store is especially popular in the Northwest.

The store plan of Leaman's, Lancaster, Pa., is an ideal one for service stores doing up to $100,000 volume. Thousands of service stores have rearranged their stores on this open-display plan.

The self-serve idea has not as yet been well established in conservative New York and New England. That's why many stores are built on this plan, which permits only limited open display.

● Bremer's Grocery, Utica, N. Y., affords a good example of arrangement for a detached (compulsory in N. Y.) liquor department, with wines stocked and displayed horizontally.

● There are many charming touches in Widen's Bakery, Chicago. Walls and ceilings are canary yellow and white trimmed with chartreuse green and black. Linoleum is ivory and green. Seat upholstery is ivory.

● The low three-shelf case displays a large number of items in the delicatessen department of Shillito's Department Store, Cincinnati, Ohio.

● By housing staples at the rear, Jenness, Escondido, Cal., insures good store circulation, thus enhancing the value of floor, table and shelf displays. Note the convenient rest corner.

● Budin's Delicatessen caters to luncheon trade as well, so established the peaceful, dignified atmosphere of a restaurant as well as a high-grade delicatessen.

● When customers drop into this cash-and-carry store of Reid's, Charlotte, N. C., they find much upon which to feast their eyes. Around this store, located in a secondary shopping district, is abundant parking space.

● When John Porzycki, neighborhood grocer, Chicago, modernized his old-fashioned store, the opening day brought him fifty new customers, and sales of long-profit items increased 50%.

● Business has been improving ever since the Broadway Market, Cambridge, Mass., modernized. Now customers find a greater joy shopping in this clean open-display store.

● The Thriftimart, Los Angeles, has an open front, hence the mass fruit and vegetable displays in the front of the store substitute for windows in attracting shoppers. This market is air-conditioned.

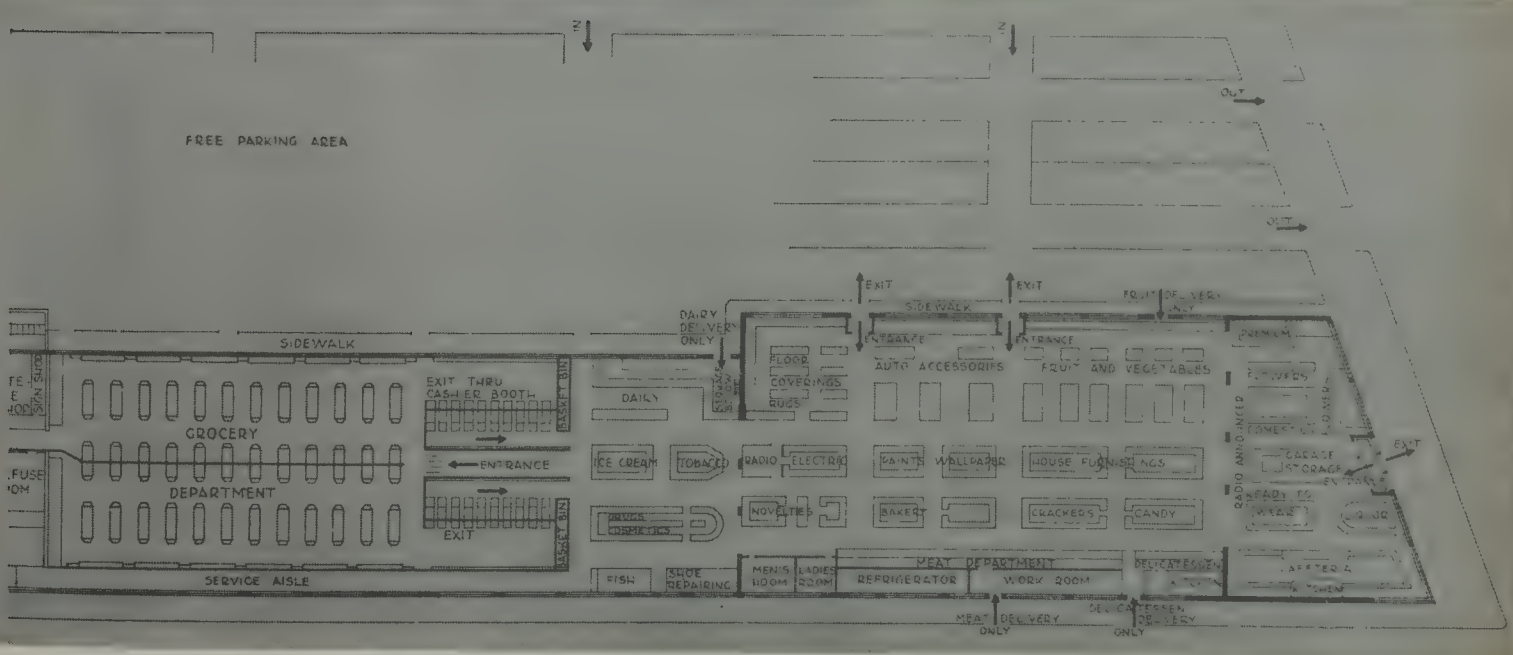
● An arbor over the fruit and vegetable department, flower boxes, grill work, a free scale and attractive floor covering are only some of the features that make the Mutual Store, Orange, N. J., inviting.

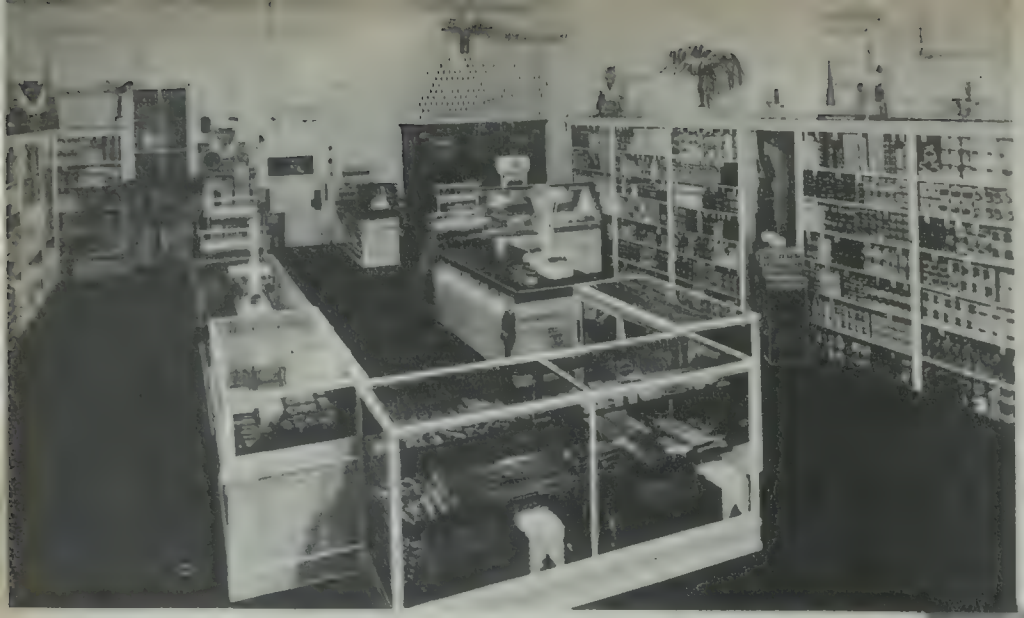
● Note how ordinary wire netting can be used to build mass displays of such items as potatoes and onions. They take less stock when built around an inverted barrel.

● Large-lettered posters on the wall over the meat department of the Loft Market, White Plains, N. Y., call the attention of shoppers elsewhere in the store to the meat specials.

● The Big Bear Market, Jersey City, N. J., is one of the very large super-markets that have invaded the East. It operates on the self-serve plan. There are thirty-six merchandise islands in the grocery department, with department signs over each island to guide shoppers and help them find what they want.

● The warehouse type of super-market generally has concessions, the market operating only the grocery department. Groceries, then, featured at unusually low prices, are housed in the rear so customers must pass the concessions coming and going in an endeavor to make the concession rentals profitable. Below is the floor plan of the Big Bear, Jersey City.





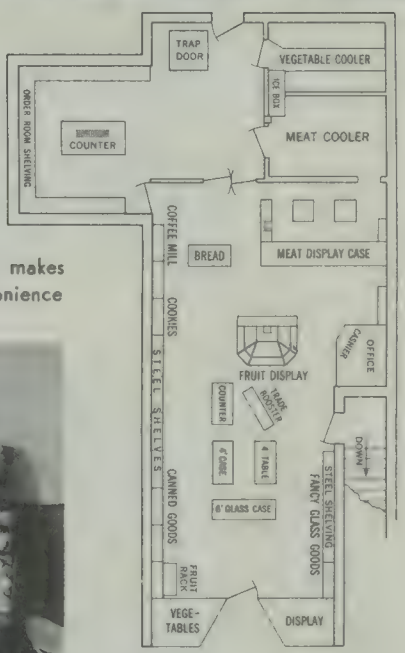
● When Griffin's Cash Grocery, White Hall, Ill., bought a new dairy case, discarded some of its old equipment and rearranged on the island plan, business immediately improved.

● View (right) of the Piedmont Grocery, Oakland, Cal., shows the hostess corner and the open display liquor section.

● Customers generally enjoy waiting on themselves. Proproprietors like it, too, for it saves them many steps. How even the small store can have open display is illustrated below by Ben Fortman's Grocery, Cincinnati, Ohio.

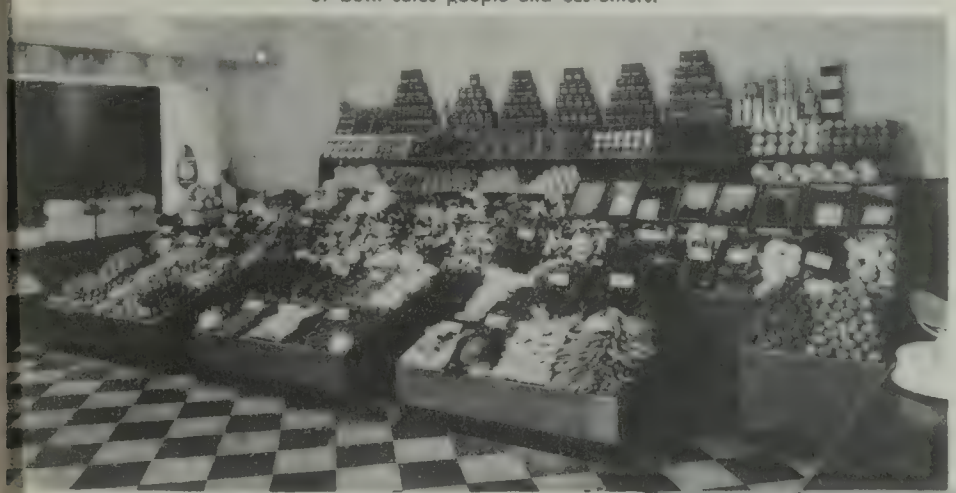
● It would be quite a job to make a neat, modern, well-arranged store out of this mixed up and cluttered up mess. But now look above and see how Ben Fortman did it.

● Yaeger's Market, St. Louis, Mo., is an efficient arrangement for a service grocery. The floor plan below gives the details of the location of equipment and merchandise.



● The separate order room (above) keeps confusion out of the store.

● This step-back fruit and vegetable arrangement (below) makes a colorful mass display. The cut-backs are for the convenience of both sales people and customers.



● Customers have the choice of serving themselves or of being served by an employee in the Fulton Grocery, Los Angeles. There is very little merchandise hidden behind counters in this store. Note how lattice work shuts off the back room.

● In some rural and suburban sections, grocers find it profitable to operate rolling food stores. In East Hartford, Conn., Manierre & Dixon add $600 a week to sales with this "Thrifty Food Service" truck. It has a special body, gleaming white, into which has been built the miniature food market below.

● The interior of this store-on-wheels has open shelving which has, on one side, space for bakery goods, and bins for fresh fruits and vegetables. Across the rear can be seen the refrigerated meat display case, back of which is a small meat block.

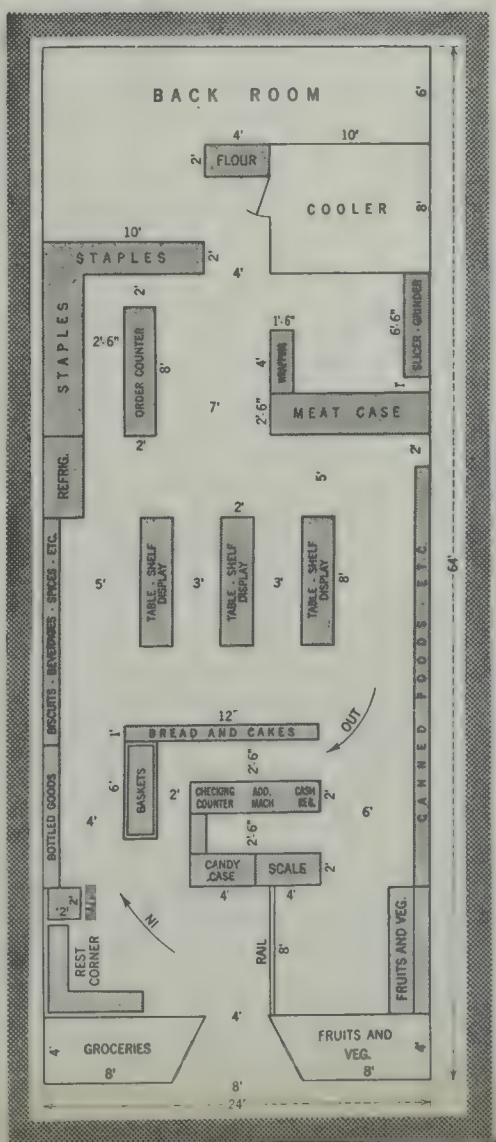
● These shelved display tables are finished in jade green enamel to harmonize with the store colors, ivory and jade green. These soft colors were chosen because women like them. Numerous talking signs act as silent salesmen and make many sales.

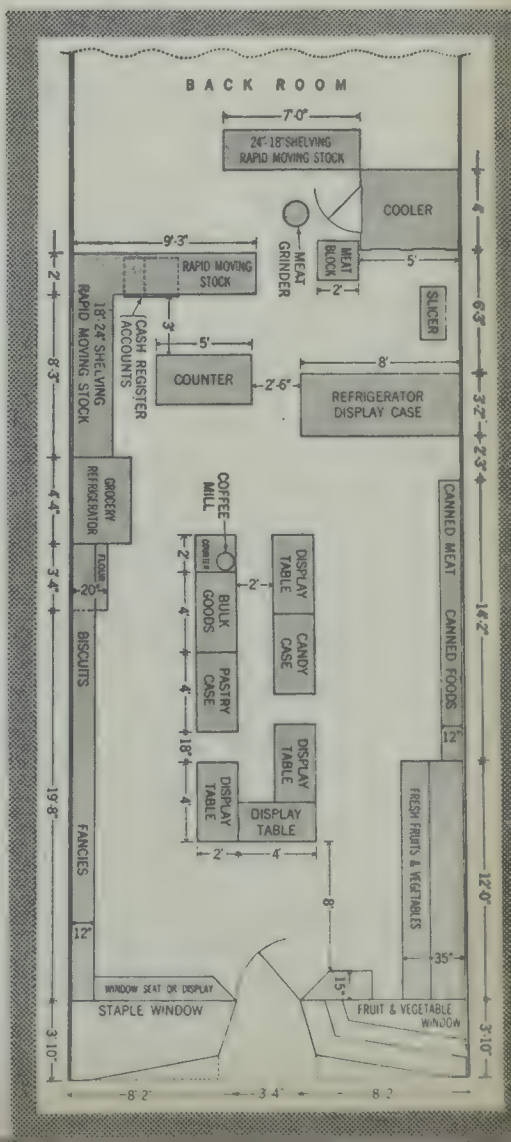
● Many stores find that pre-packaging bulk foods such as beans, dried fruits, etc., in transparent bags, and displaying them prominently, increases sales of these items. This is a Safeway store display. Every item shown is priced.

● This open-shelving, island-arrangement, bright and charming salesroom of the Simonis Grocery, Carey, Ohio, differs startlingly from the 1924 store below. Women can now wait on themselves—as many prefer—and this helps reduce sales expense. Walls are light cream, fixtures sage green with black trim. The space above the low shelving is decorated with window boxes and other charm touches so pleasing to women.

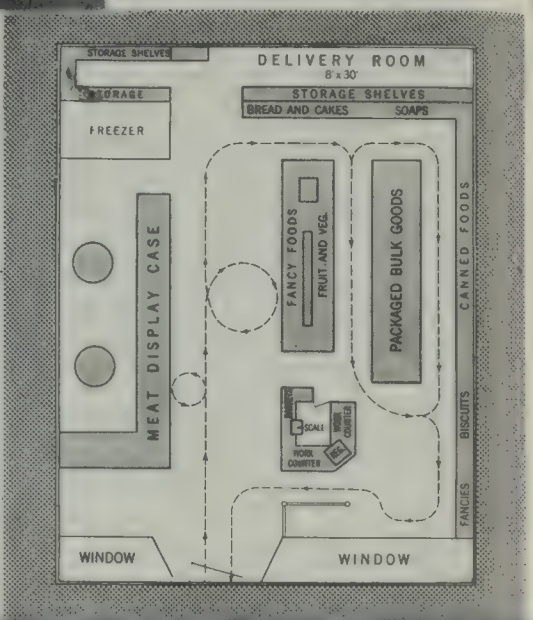
● This combined self-serve and service type of floor plan is popular in the South. The order department at the rear makes for economical operation of the service part of the business. The checking and wrapping counter at the front is for the convenience of cash-and-carry customers. Open displays of merchandise everywhere encourage customers to buy more.

● The floor plan furthest right is of the Model Grocery Store installed in Louisville, Kentucky, a few years ago by the United States Department of Commerce. It was built as a model of a good, economical arrangement for a typical, all-American, full-line food store, in connection with the Louisville Grocery Survey. All of the side wall space is used for selling purposes. The wrapping counter at the rear tends to draw customers to the back of the store, exposing them to sales the length of the store.



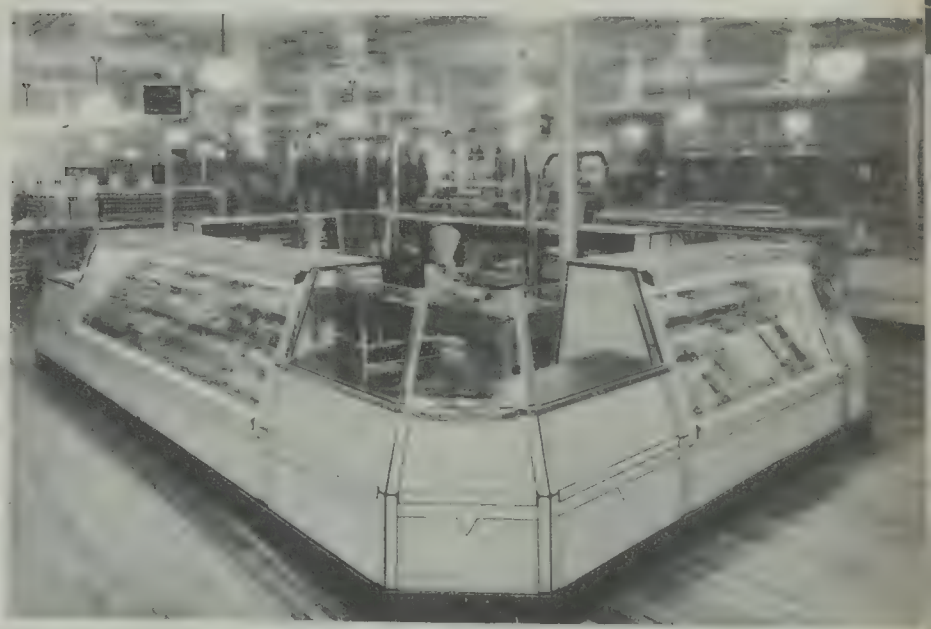


Designed for low-cost operation and circulation of customer traffic is this self-serve store of Jack Martin, Denver, Colo. Martin keeps his store spotless and bright to tempt women. Then, as the arrow on the plan below shows, women are encouraged to shop all about the store, with open displays everywhere tempting them to buy.



The grocery department of the May Company, Los Angeles department store, has created an atmosphere of quality to appeal to its high-class clientele. Store posts were used to good advantage by building the canopied islands around them. Unusual lighting effects, the smart flooring, neat smocks on the clerks, fruit baskets among the displays, emphasize effectively the quality appeal.

● Every unwrapped item in this bakery section is displayed under glass, for women are especially fussy about cleanliness in unwrapped foods. Soft coloring and a vase of fresh flowers give the department home charm. All cakes are price-marked, and each is set off on a paper doily so the shopper can visualize how any item will look on her own dining room table.



● In the large Loft Market, in White Plains, New York, the delicatessen section is in the form of an island. One cashier serves both this section and the meat and fish department, which extends along the right. The grocery section in this cash-and-carry market, seen at the rear, is self-service. Parking space is leased adjacent to the market.

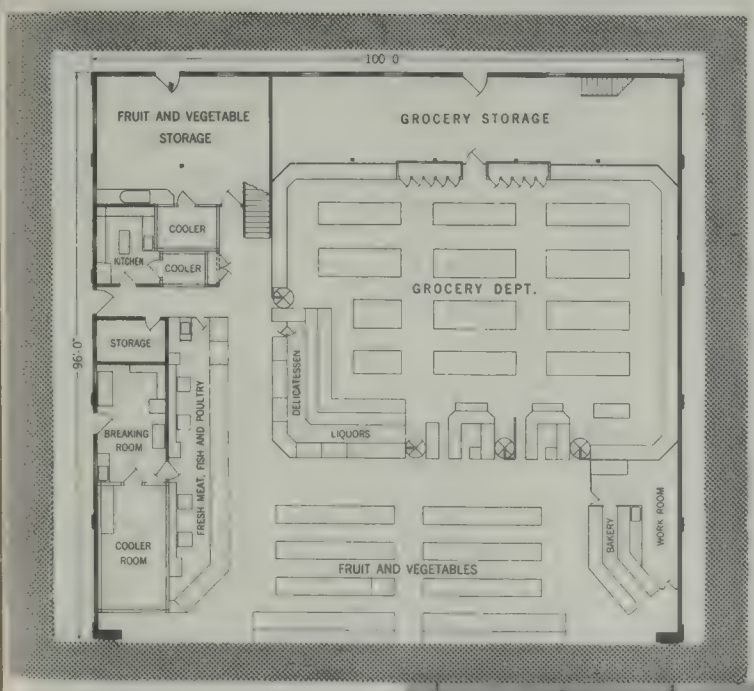
● An impression of ample stocks of quality foods is created by this good-sized delicatessen and dairy department of the Wonder Market, Los Angeles, with its modern equipment, colorfully bordered, and the potted palms and ferns. The meat department at the rear is equipped with a row of floodlights a few feet above the refrigerated display cases.

● In especially good taste are the decorations and fixtures in the Broadway Market, Cambridge, Mass. The vegetable department forms the center island. The lighted alcove gives added prominence and "pull" to the rear of the store. Note that high-margin "impulse" delicacies are stocked toward the front of the shelving, lower-margin items toward the rear.

● Small stores can be just as modern and attractive as large ones. The Central Market, Irwin, Pa., is only 17 feet wide at its widest part, but it sparkles with sales appeal.

●
Cleanliness is what women look for first in a food store, surveys prove. This wrapping-and-refuse unit makes it easier to keep the fruit and vegetable section neat. The unit is mounted on casters so it can be moved about easily.

Canada, too, is keeping pace with the modernizing movement. This is the inviting, cheerful store of Curtis Church, Toronto. The entire left side has open shelving.



A good example of the California market type is Von's Market, Los Angeles. Note from the plan that the entire front is open to the street, taking advantage of the warm climate. The self-serve grocery section is entered through turnstiles. The photograph below shows how mass displays make a big appeal in these markets.

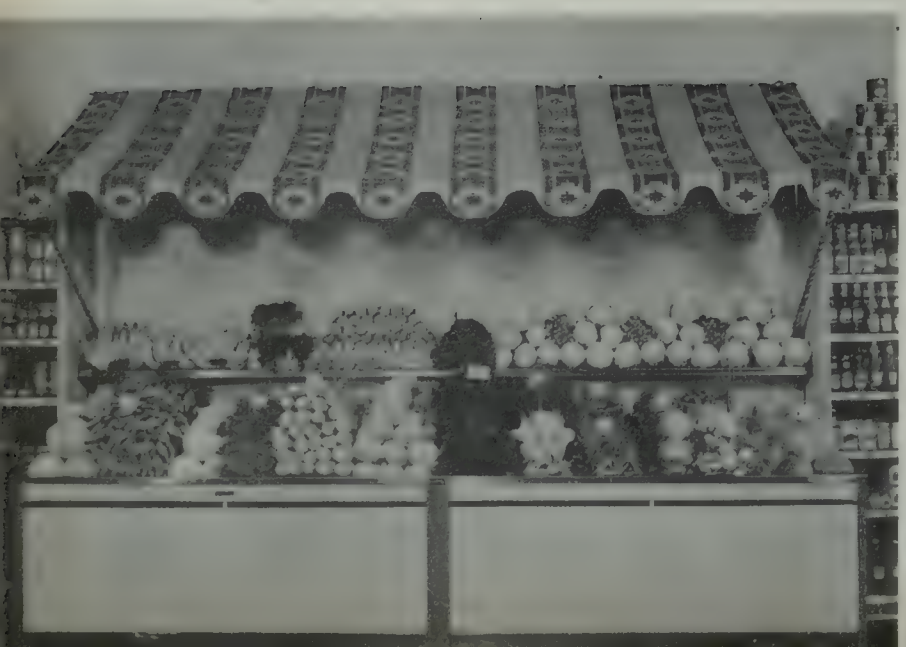
A large part of the sales of B. & W. Imorde, Louisville, Ky., is delivered. Delivery orders are filled on the right side of the store. Order crates on wheels coast on the track built on the shelf ledge as items are picked off the shelves. A duplicate stock on the left side of the store is arranged in open display for the convenience of drop-in customers.

● When the chain stores opened their master markets nearby, the Bellevue Market, Bellevue, Pa., went them one better and rebuilt into this fine food store. It is a conservative but dignified arrangement in keeping with the character of the business.

● Wide, regular aisles, displays below the eye level, adequate illumination, no hidden dark corners, and staple demand items stocked in the rear all help to insure customer circulation in Heinen's Market, a neighborhood store in Cleveland, Ohio. As housewives circulate about, they cannot resist that urge to buy from the tempting displays.

Oh, yes, food stores are going steamline, too—especially when they cater to the elite trade. Here is a view of a delicatessen store gone modern—Albert's Delicatessen, of Chicago.

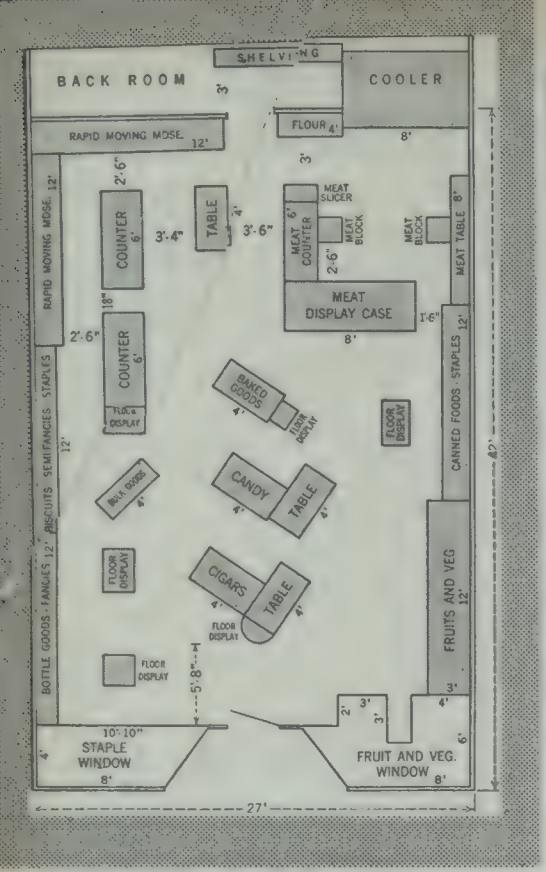
Note how the vegetables are piled neatly and vertically for eye appeal. Women do more shopping for fruits and vegetables than for any other food product. An ample, well-displayed stock, then, draws customers.

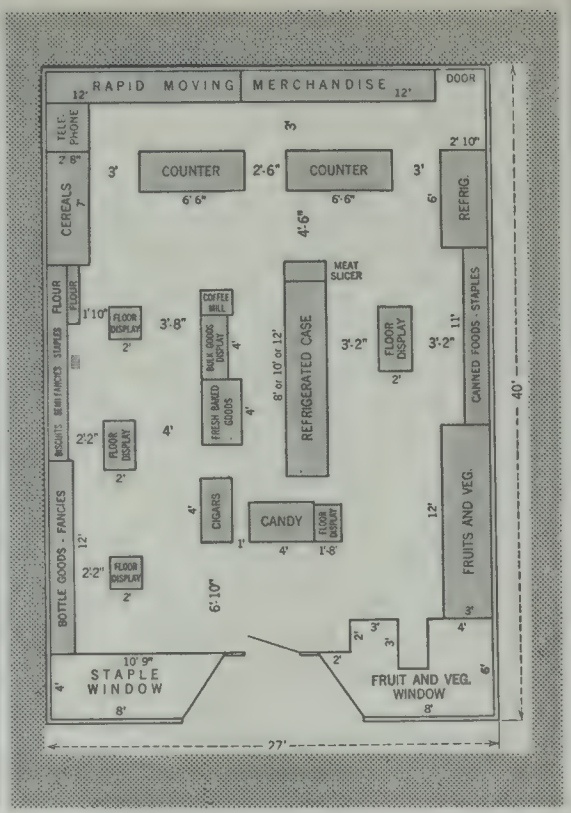


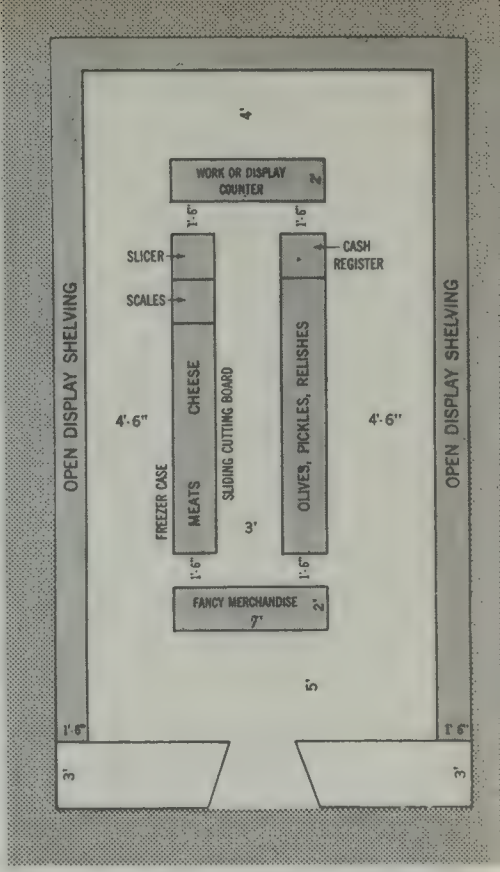
The type of side-wall fruit and vegetable arrangement in Zweifel's Market, St. Louis, Mo., is increasing in popularity. Bright colored awnings and canopies give that out-of-door garden effect. Vapor sprays turned on periodically help keep the vegetables fresh.

● Here we have a view of McCann's Economy Market, Pittsburgh, an annex next door to McCann's, largest of food markets. It was designed to appeal especially to the economical cash-and-carry buyer. Most items are priced in multiple—3 for 53c., etc.—to increase the average sale.

● This high-grade service store, Berthiaume's, Superior, Wis., was planned to make passage easy from one department to another through wide cross aisles. To the right center is the order desk where three clerks take phone orders, make change and supervise charge slips.







- The floor plan at the left is well adapted to the needs of the average service market. If the volume is less than $100,000 annually, delivery orders may be assembled on the counters—if more than $100,000 annually, a separate order room is desirable. Note the staggered shelf arrangement leading to the back room.

- The center floor plan is adapted to the needs of the average grocery or grocery and delicatessen store. Counters and rapidly-moving merchandise placed at the rear tend to draw all customers to the rear of the store, enhancing the sales and display value of the rest of the store. The fruit and vegetable window ties in with the wall department inside.

- The third plan shows how a delicatessen can be arranged in the open display manner. Low cases and tables can form a center island, thus permitting open shelves. Open shelves are especially desirable for delicacies, so women can see and handle them.

- Women love to walk about open display stores and exercise their highly developed shopping instinct. Below, foods and groceries with colorful labels greet shoppers everywhere they turn, beckoning them to buy in the K. & W. Grocery Co., Missoula, Mont.

● With over a thousand meals to plan every year, housewives find joy in shopping about food markets for suggestions. The cheerful atmosphere, attractive displays and arrangement of Ralph's, Los Angeles, encourage women to look—and linger—and buy.

● This is a corner of the self-serve grocery department of Hattem's Market, Los Angeles. Note the dignified simplicity—the absence of that crowded and cluttered appearance that characterizes so many grocery stores. The table displays are irregular to invite handling—to suggest movement and sales.

The markets of the Pacific Coast have long been leaders in display of produce and meats. Here is the meat display of the Sunfax Market, Los Angeles. Note the care with which the cuts are displayed. Note how they stand out when surrounded with parsley.

Most of the California markets have a self-serve grocery department with front service refrigerators. Customers generally enter the grocery department through a turnstile. The meat, bakery, delicatessen and produce departments generally give counter service. It is desirable to have the grocery department in full view of all parts of the store, so the Hattem Market, Los Angeles, backs up its self-service grocery displays with plate glass so they can easily be seen from other departments.

Below is a small complete food market. From left to right you see the produce, bakery, delicatessen, meat and grocery departments. This picture illustrates how even a small store can be made attractive even though there is little room for open display. The office is on the balcony at the rear.

● This is the meat department of a large eastern market. It is located at the left rear of the store. Most of the business in this store is delivery. For that reason, most of the meat cutting is done behind the partition you see at the right.

● Many grocers, particularly in urban communities, find it worth while to display their pet goods in small departments. Here we have such a department in the Bacher & Cunningham store, located in a well-to-do section of Kansas City.

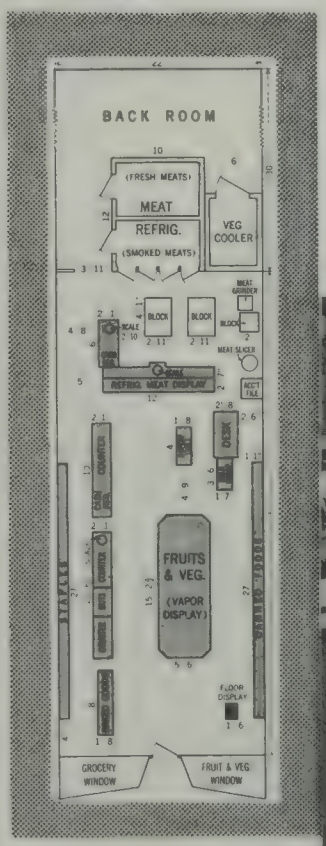
● This store offers a fine example of modernistic design expressed in the straight-line fixtures, chromium trimmings, effective color contrast, attractive inlaid linoleum floor, and modern lighting fixtures. The fruit and vegetable department forms the center island.

● The Havemeyer Grocery, Jersey City, N. J., is one that has kept pace with the trends in modernization and in the refinements that go with it. This store has been modernized twice in the past ten years. Note that the liquor department is located at the rear. Note the use of Neon signs to designate each department. Because of the large volume and peak loads, this store can only partially use open display.

●

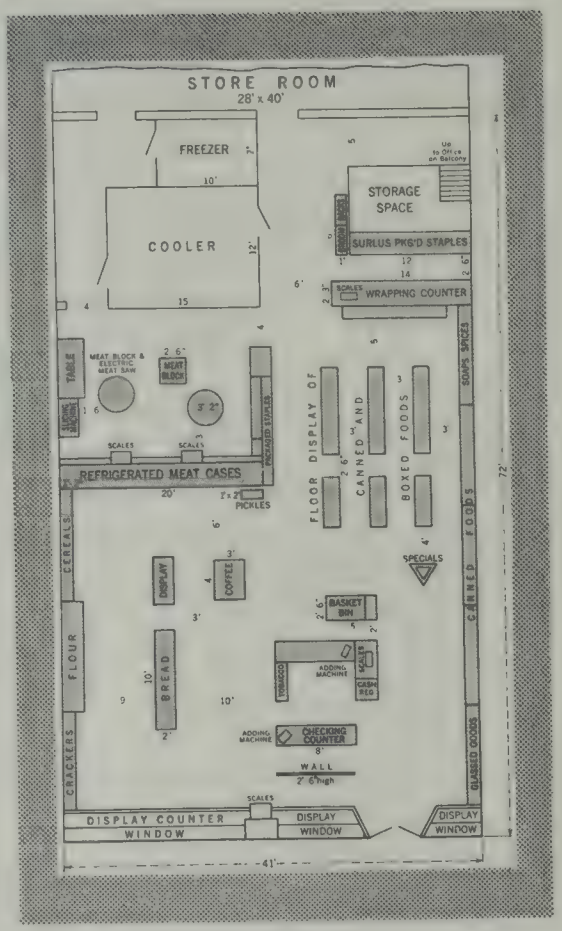
Here are before and after pictures of the Swartz Grocery, Portland, Ore. The small picture above shows the old store—dingy, cluttered up, devoid of attractive arrangement and entirely lacking in appetite appeal. Contrast this with the light, breezy, attractive store on the left. Now the store staff takes new delight in the grocery business.

● The small store is sometimes difficult to arrange well. Here is one, Zweifel's Market, St. Louis, Mo., that has been beautifully re-designed. Note how, by placing the meat case across the rear, the whole front of the store was opened up. The old store is shown at the left. Sales increased as soon as the remodeled store was opened.



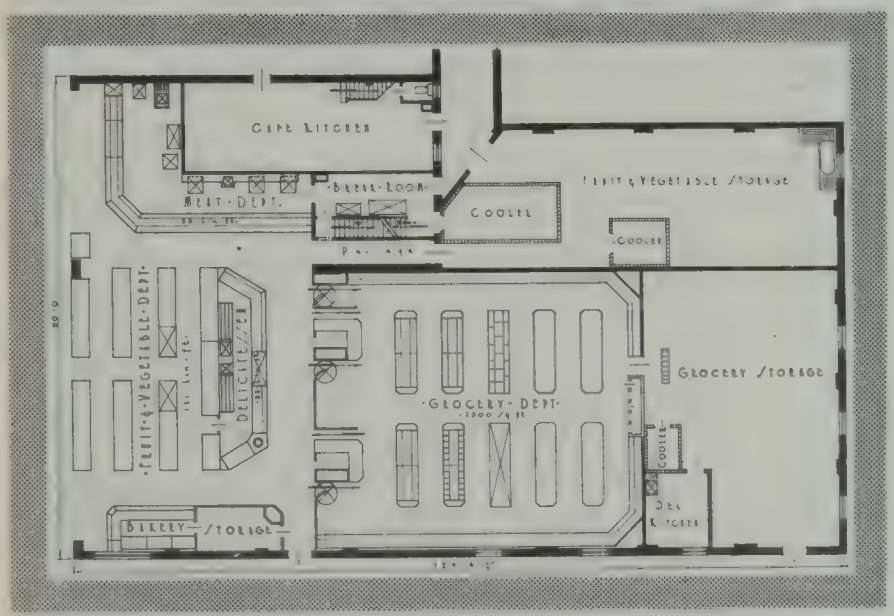
● One of the most attractive and, in many communities, most profitable departments in the store, is the fruit and vegetable department. Many stores are putting more and more emphasis on this department and are taking more care in making it attractive. Lang's, Norwalk, Ohio, uses an attractive vapor display island made of steel in the front center of the store. At the left is Lang's floor plan.

This store is located in the Harlem section of New York City. Ninety per cent of its trade is made up of Negroes. The store was built as a model to illustrate the principles of arrangement and display for the small city store and has been widely copied by other stores throughout the country.



Here's another arrangement for an open-display self-service store. This arrangement is also recommended for stores that have limited delivery service. Delivery orders are assembled on the rear wrapping counter. The plan is that of Miller's Grocery, Crescent City, Fla.

Here is another store that secures a modern touch through the use of a black and white color scheme and bright metal trimmings. A black-and-white combination can be very attractive, but it must be skillfully and artistically done. Sales fixtures here are of steel. Note the department signs above the shelving.



● The above picture shows the grocery department of the Wonder Market, Los Angeles—one of the market type of stores now so popular on the West Coast. In markets like this, mass display of merchandise is lavishly used. Note the step-back wall shelving with the large bottom shelf for bulky items. At the left is a floor diagram of this large market.

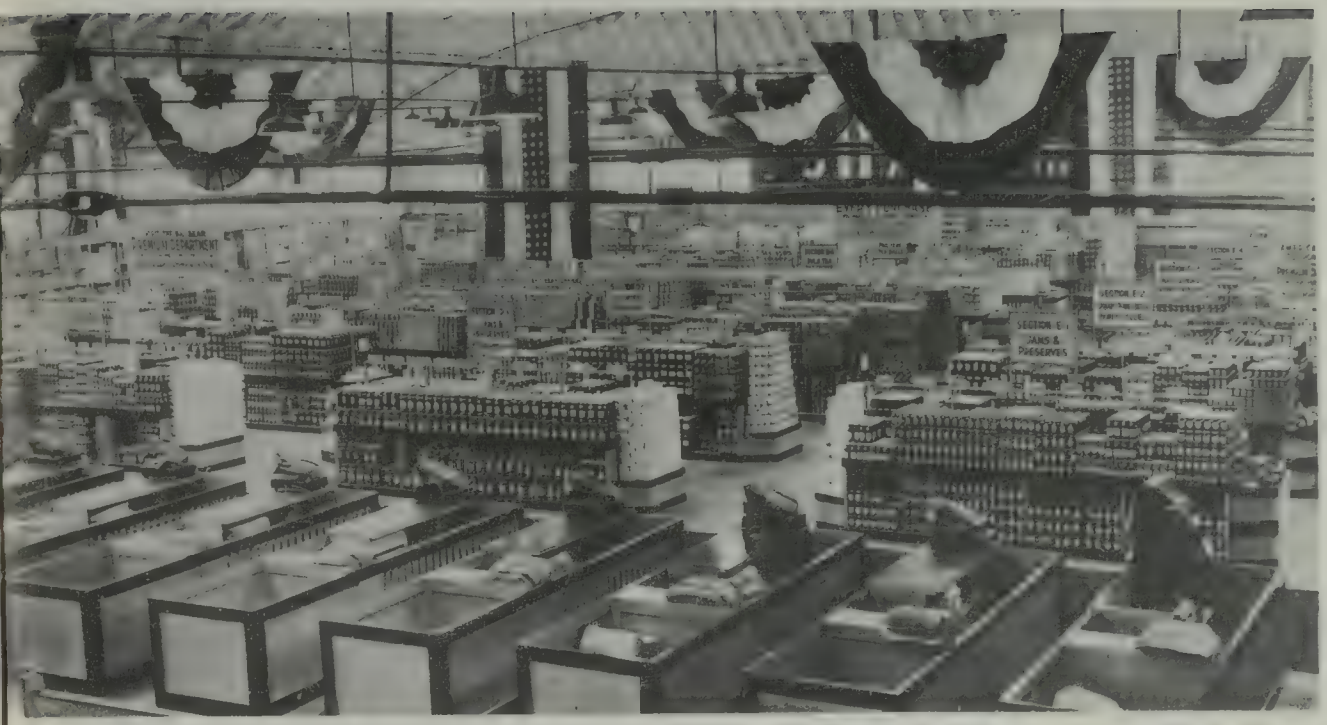
■

Skimpy displays don't sell as well as displays that suggest abundance. Here is a fine example of a well-built display of fruits and vegetables used by a Gristede store in New York. Note how the crisp paper doilies and sprays of laurel dress up the display and give it a quality appeal.

● Because housewives do so much shopping for fruits and vegetables, many markets give a prominent location to the produce department. When the volume is sufficient, the island arrangement is ideal. Note the sliding service boards that serve as counters in the Penn Fruit Co., Philadelphia.

● Freshly-laundered uniforms, a badge on each employee giving his or her name, hand-lettered price tickets carrying selling phrases, and freshly-arranged displays are all factors in the success of the ready-to-serve food department of McCann's, Pittsburgh.

● This type of three-level, slanting, illuminated show-case is proving popular for the display of unwrapped pastries. The wall cabinet at the rear stocks unwrapped breads and cakes, and harmonizes in appearance with the show-cases. This is one of the recent installations of the A. & P. in an eastern city.



Here we have a view of the checking counters with their adding machines and wrapping material, as well as a birdseye view of the Big Bear Market, Paterson, N. J. Note that all merchandise displays are below the eye level.

Even though the Totem Market, Tacoma, Wash., operates on the self-service plan, the arrangement deviates from the regularity that characterizes many self-service stores. The angle at which the islands are set and the wide aisles between tend to encourage customer circulation in the desired direction.

The dairy department of Jack Cinnamon's store, Detroit, is a separate island. In the center of the island are low shelves that provide ample display of packaged dairy products. The stocks in the island are arranged for eye appeal even though they are out of customer reach.

The future of very, very large food markets is still uncertain. They must be extremely well managed and must draw trade from a wide area in competition with dozens of other stores. But Jack Cinnamon, Detroit, had enough confidence in himself, in the idea, and in the city of Detroit to build this magnificent market—one of the finest in the world.

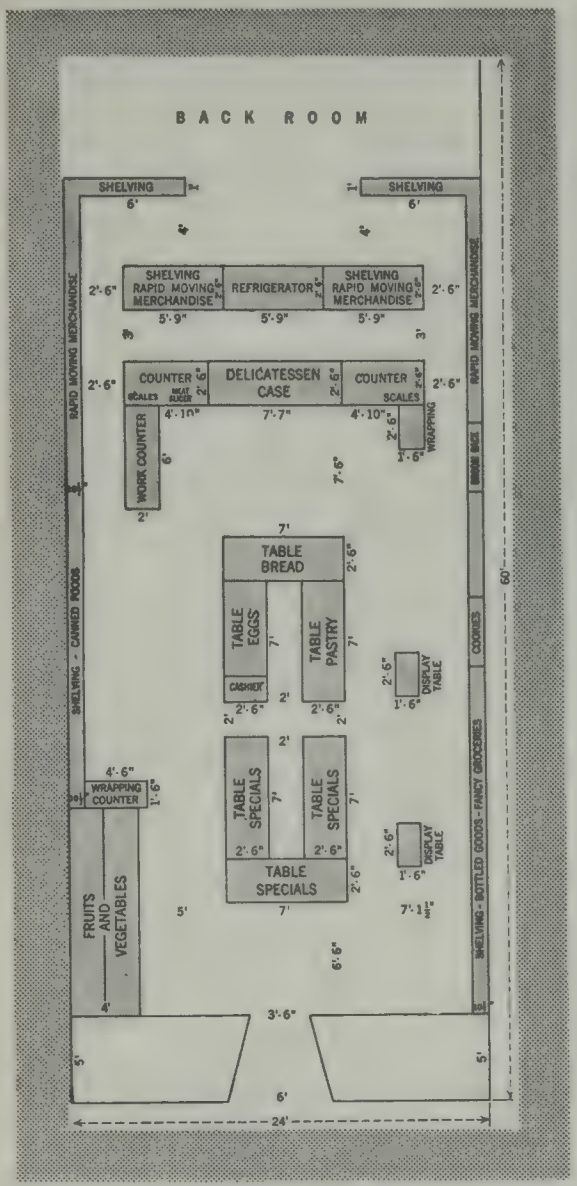
Markets with sufficient customer traffic frequently find that a luncheonette department pays. The kitchen of the department affords an outlet for many perishable items that might otherwise be a loss. This luncheonette seats 52 people and serves a wide variety of food.

Here's an example of the kind of markets that chains are building in the Middlewest. This is a Kroger cash-and-carry in Lima, Ohio. Center tables display both fruits and groceries. Mirrors beautify the posts.

Even though a large part of the business of their service store goes out by truck, Bacher & Cunningham, located in the country-club section of Kansas City, spare no efforts in making their store attractive.

Here we have a close-up of the displays of an eastern market that caters to the price trade. Everything is displayed and packed so as to suggest a good value, lots for your money, low prices and rapid movement.

Below is a model floor plan for the average service grocery. This plan is particularly adapted to an annual volume of from $25,000 to $75,000.

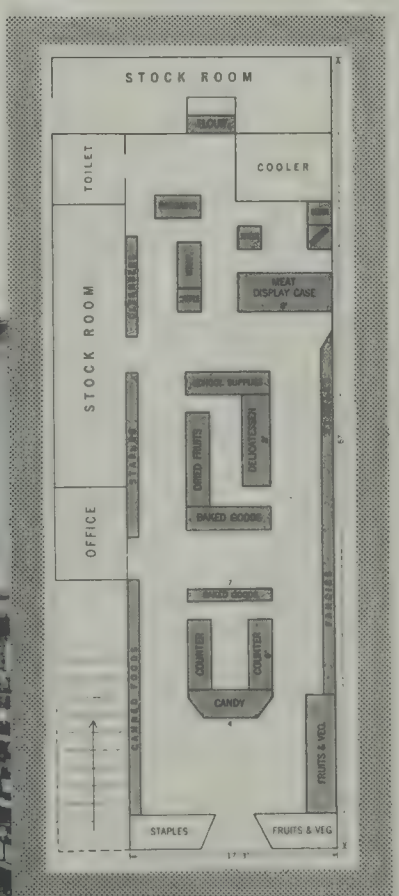


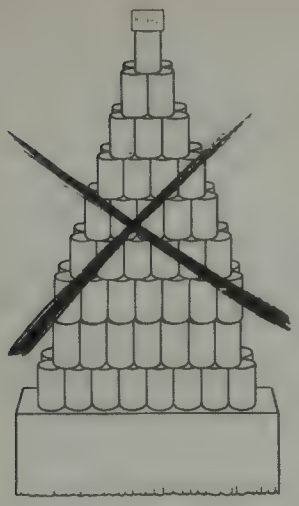
● Just a glimpse to show what modern touches can be incorporated in a food store. This atmosphere is especially desirable in high-grade food shops in exclusive sections.

● The arrangement of Ashur's Store, North Arlington, N. J., comes as near being an all-purpose grocery store plan as is possible. It is adapted for city, small town or neighborhood community. There is no hidden merchandise here—just the kind of store women like. See the floor plan above.

● All the equipment in this Piggly-Wiggly (Columbia, S. C.), with the exception of the meat department, is designed for self-service. Because customers do most of the work (and generally enjoy it) cash self-service stores have a comparatively low wage expense. Note how the lower side-wall shelves slant up for better display.

● Johnson's Grocery, Abingdon, Va., is an ideal arrangement for the medium-sized combination store that has a large portion of its business cash-and-carry. This arrangement makes for open display, optional self-service or clerk service, customer circulation, customer appeal and a favorable operating performance. At the right is the Johnson store floor plan.





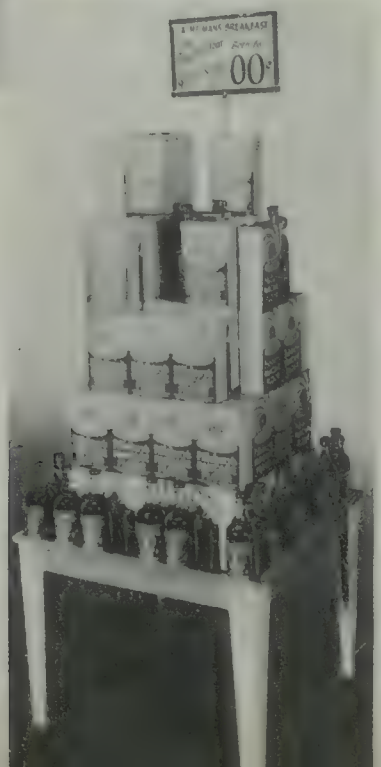
MODERN DISPLAYS

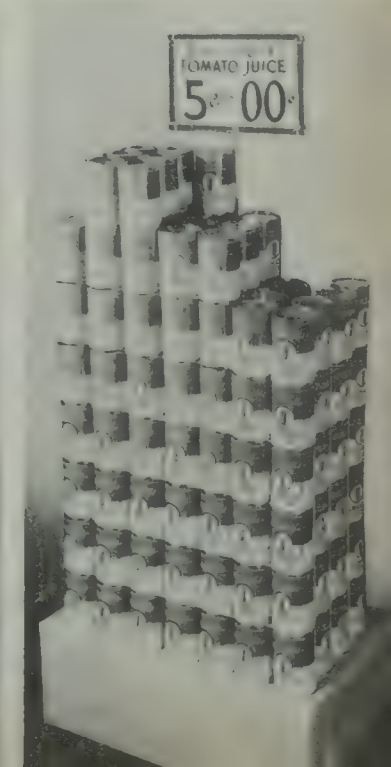
Too often displays that appear in some stores give an impression of balance and symmetry. Frequently their design suggests that they are a work of art and they should not be disturbed. Often they have a price card perched on top in such fashion that it would have to be lifted and replaced in order for the consumer to pick up the merchandise. Displays of this sort have their place in window decoration but their proper place is certainly not inside the store.

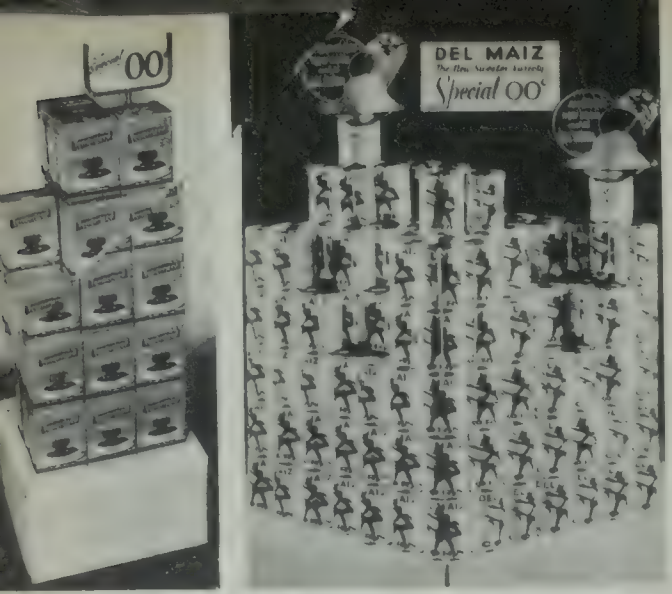
Displays that really *sell* merchandise give quite the opposite impression. They seem to speak right up and say, "I'm merchandise that is moving; pick me up and take me along."

You will notice that each display on these pages is arranged so that the units can be easily picked up. No price cards need be lifted, for holders support the cards so as not to interfere with handling the products. The displays are all irregular, with "pick-up spots" to suggest that others have bought — no dead pyramids or full fronts. The signs give a few selling phrases in addition to prices.

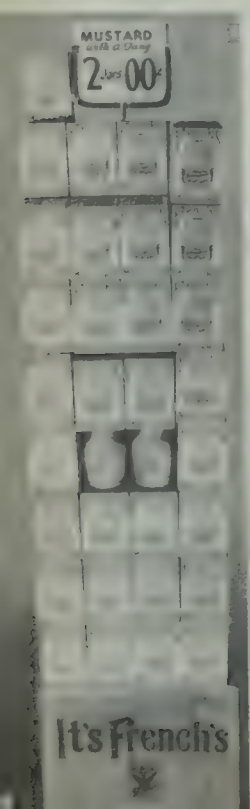
Compare these three displays with the pyramid above. These suggest activity, movement, sales; the pyramid suggests it is for decoration only and should not be disturbed.

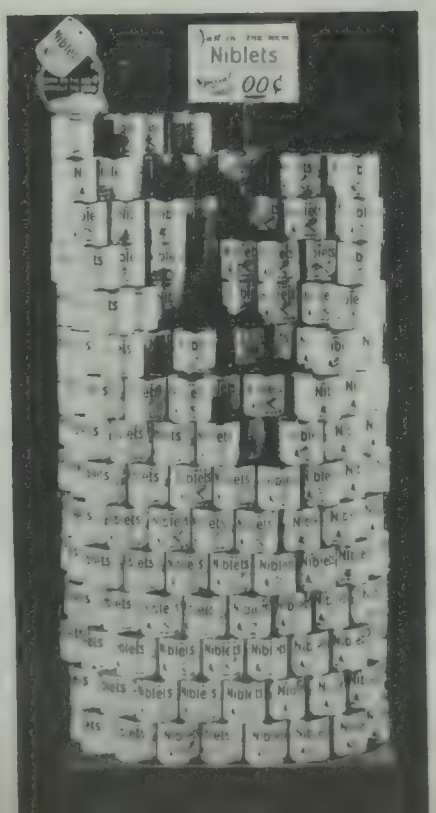






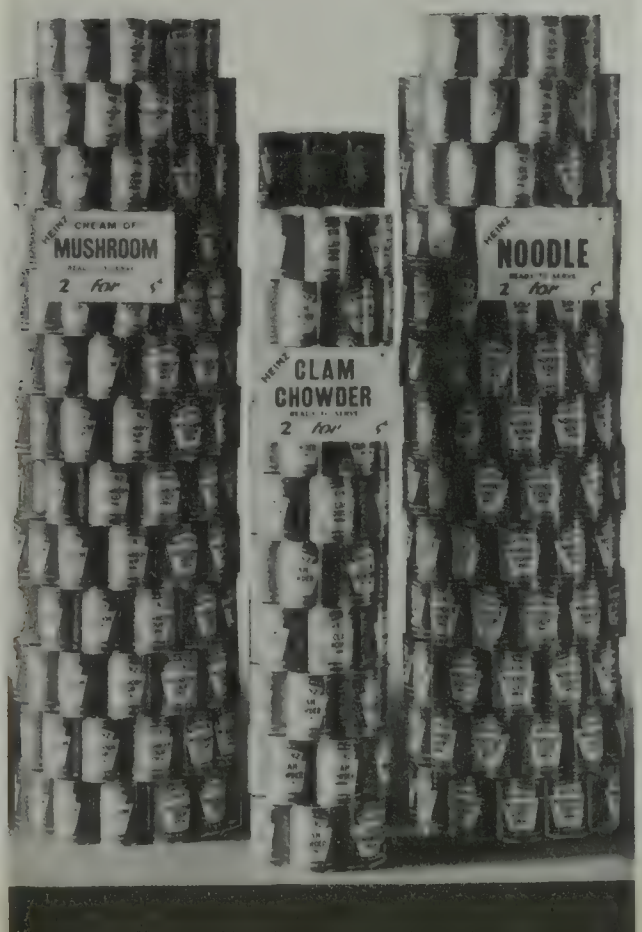
● The various displays at the left are "silent salesmen" that even small stores can use, for they show a large quantity in a small space. The low table shown center left is 18 inches high and 24 inches square. This same table also appears on pages 52 and 54. Every store can well afford to have a few of these tables.



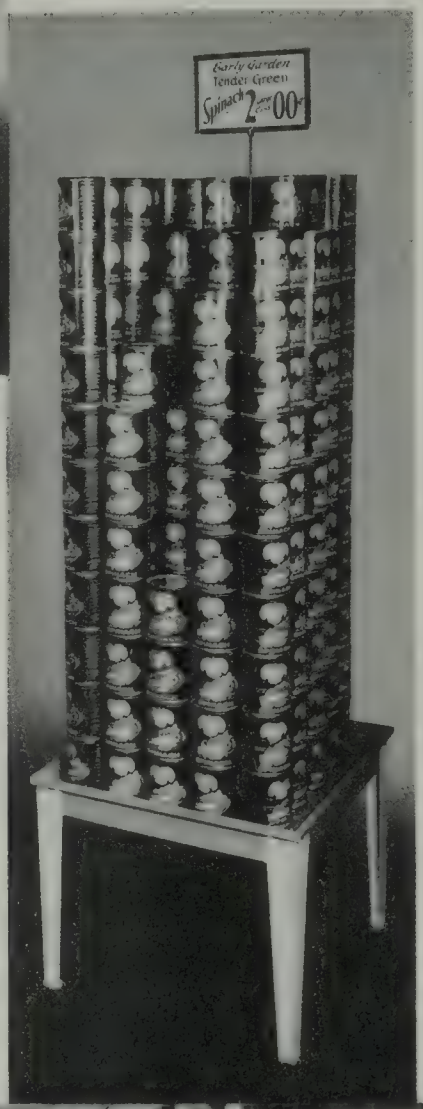


Talking signs are valuable in making merchandise displays like the two tables left pull as they can and should. These signs give convincing reasons for buying—"Today Only," "Quick Cooking," "The Wake-Up Breakfast Food," "Large, Fancy, Selected."

Note that the cans of soup below are stacked so they can be handled with ease by the consumer. The sign helps to arouse interest in the product, and the irregular arrangement of the cans suggests that the merchandise is moving rapidly. On the cheese table below the mass display in the center suggests a fresh, fast-moving stock, and helps to sell the other cheeses displayed.

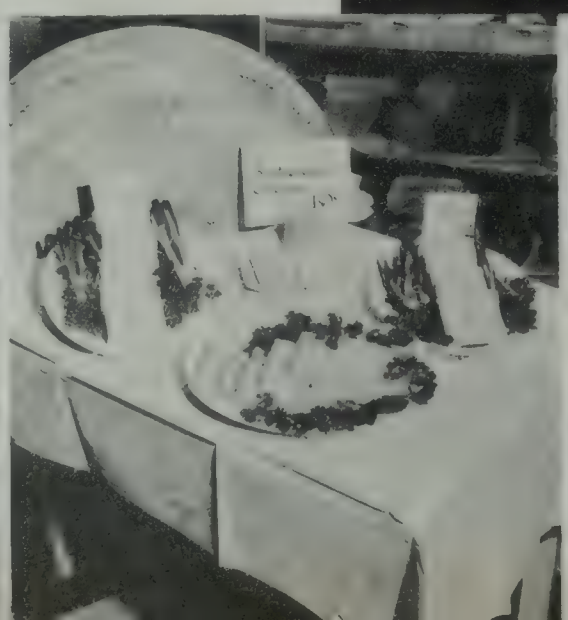


● In all of these mass displays card-holders are used so that the talking signs and price cards, while prominently displayed, do not prevent shoppers from handling the merchandise.



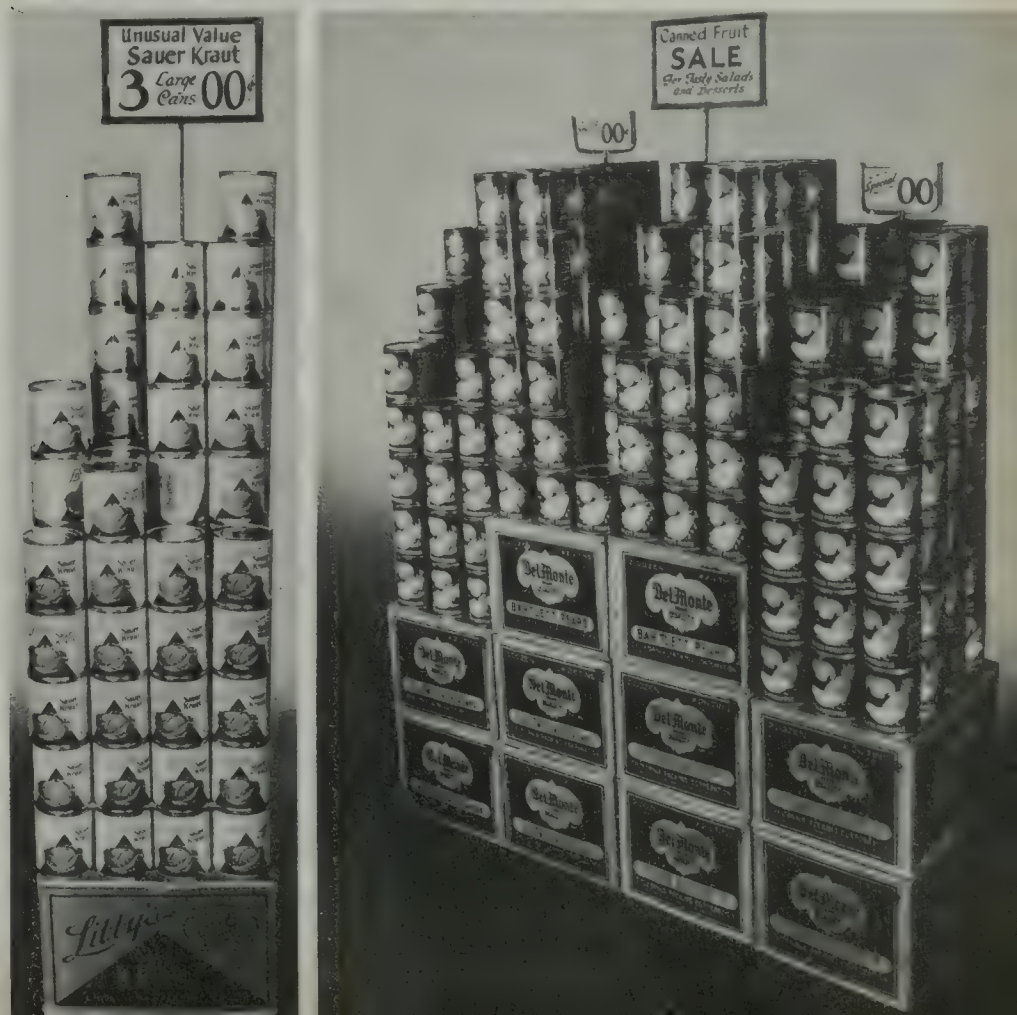
● The signs themselves should be clean and well lettered. Signs carelessly cut from odd pieces of cardboard, poorly lettered, or untidy in appearance, make an unfavorable impression on the shopper that carries over to the merchandise.

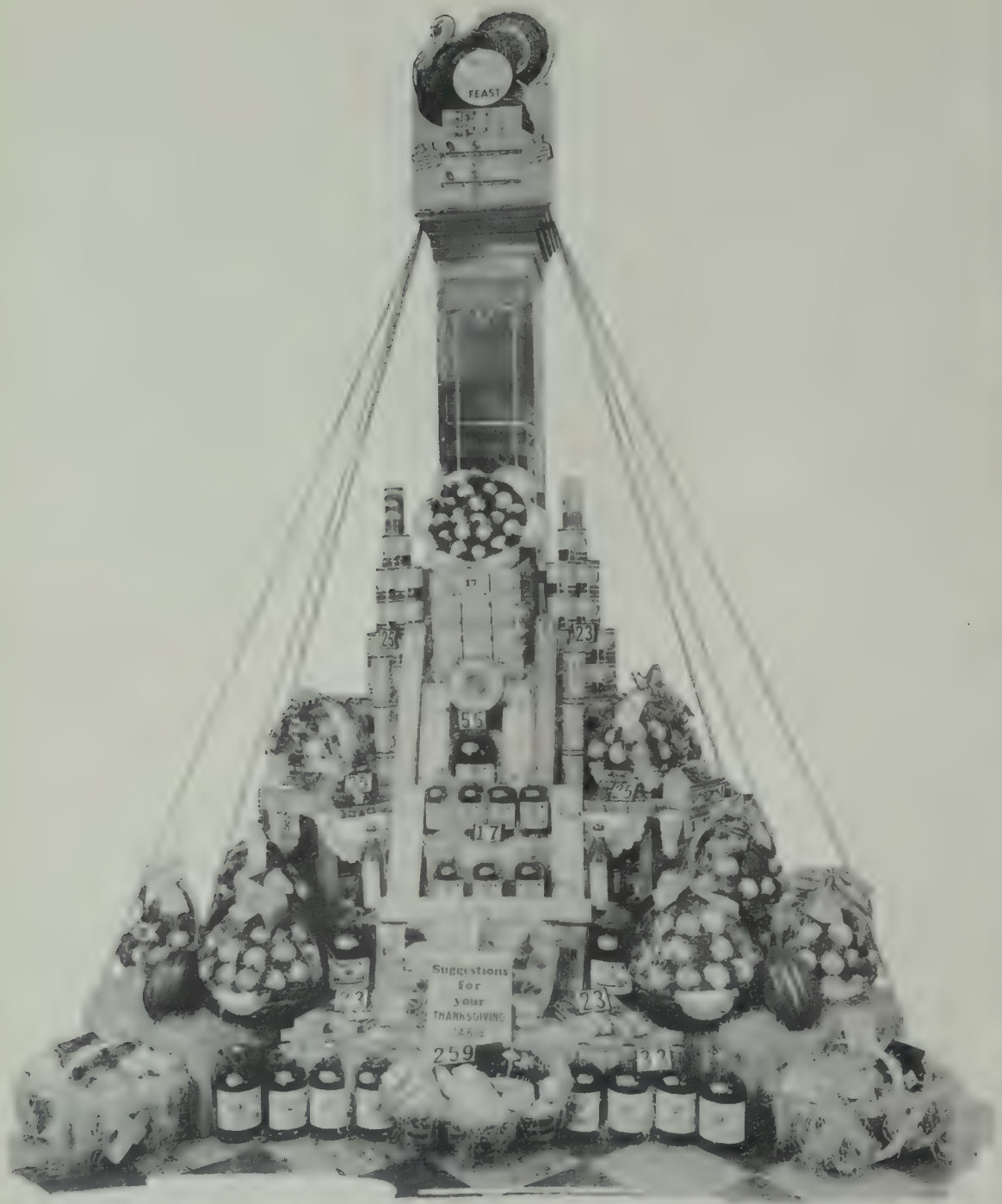
● Delicatessen and dairy products lend themselves well to "dining-room" displays like these which help the housewife visualize how the food will appear on her own table. The sliced cold cuts and cheeses shown are wrapped in transparent material and then placed on attractive platters trimmed with parsley or lettuce leaves. An effective talking sign completes each table. Such displays add interest and variety to the store as well as make it easier for the customer to see and buy.



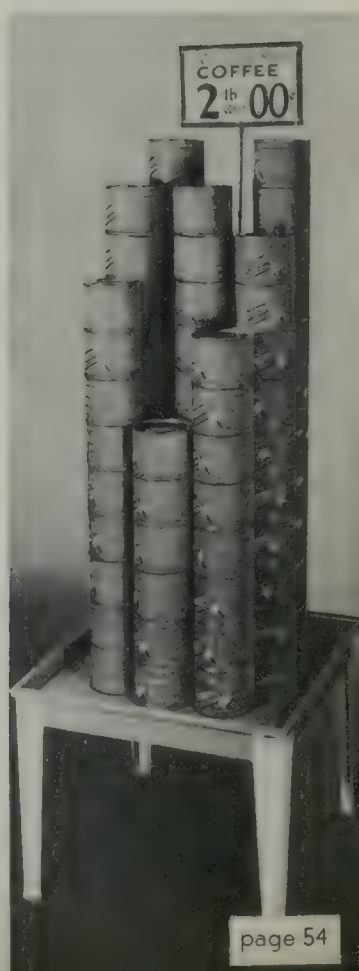
● Original cartons can often be used in building mass displays. The jumbled effect in the cleanser display suggests that it is a fast-moving item at a low price. In the center display the wooden box used as the base has been covered with crepe paper. A large shipping case cut at an angle and folded back makes the end step-back display.

● Selling displays can be built with equal ease to fit a large or small space. They should, however, always be irregular to suggest movement, and have irregular gaps and talking signs. When a special big drive is on, extra large displays like the one below add importance to the drive, and make an effective tie-in with window displays and advertising.





● Easter, Thanksgiving, Christmas, and other holidays are opportunities to build special displays of associated foods. Women like to be greeted by timely, tempting displays like this one—in fact they expect their modern food merchant to remind them of holiday needs by such displays.



● It is well to price rapid-moving merchandise in quantities, because quantity prices encourage larger purchases, especially when odd-cents are used, as "2 for 33c," "3 for 19c," "4 for 23c."

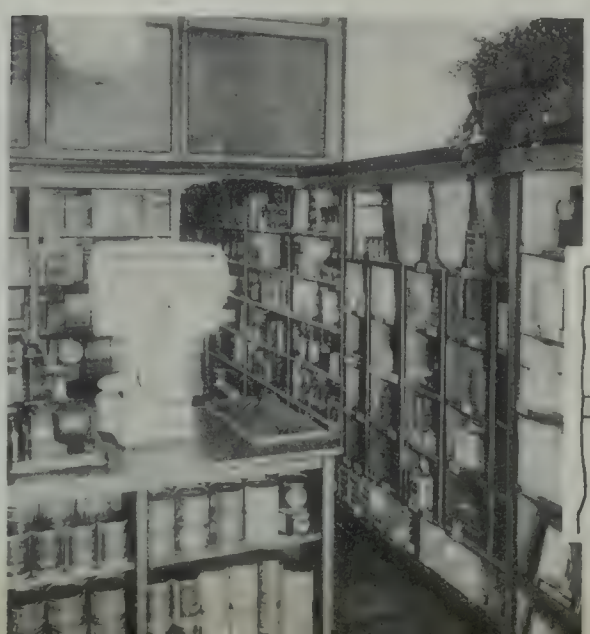
● The open-top table is called by experts one of the most effective pieces of selling equipment known to the science of retailing. These photographs show ways to use display tables to best advantage, and are worth close study. The tables here and on pages 50 and 51 measure 4 feet long, 2 feet wide, and 34 inches high.

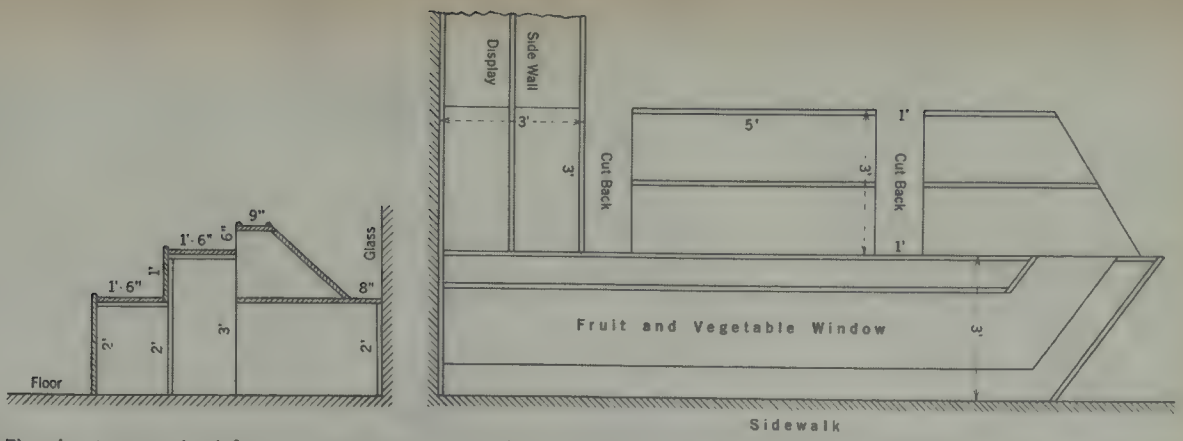
● Where three related products are displayed on one table, as in the canned vegetable display above and the spring cleaning table below, it is well, for variety, to build the display low in the center and high on each side, or vice versa. Table displays should not rise above eye-level, and should be changed weekly at least.

KINKS

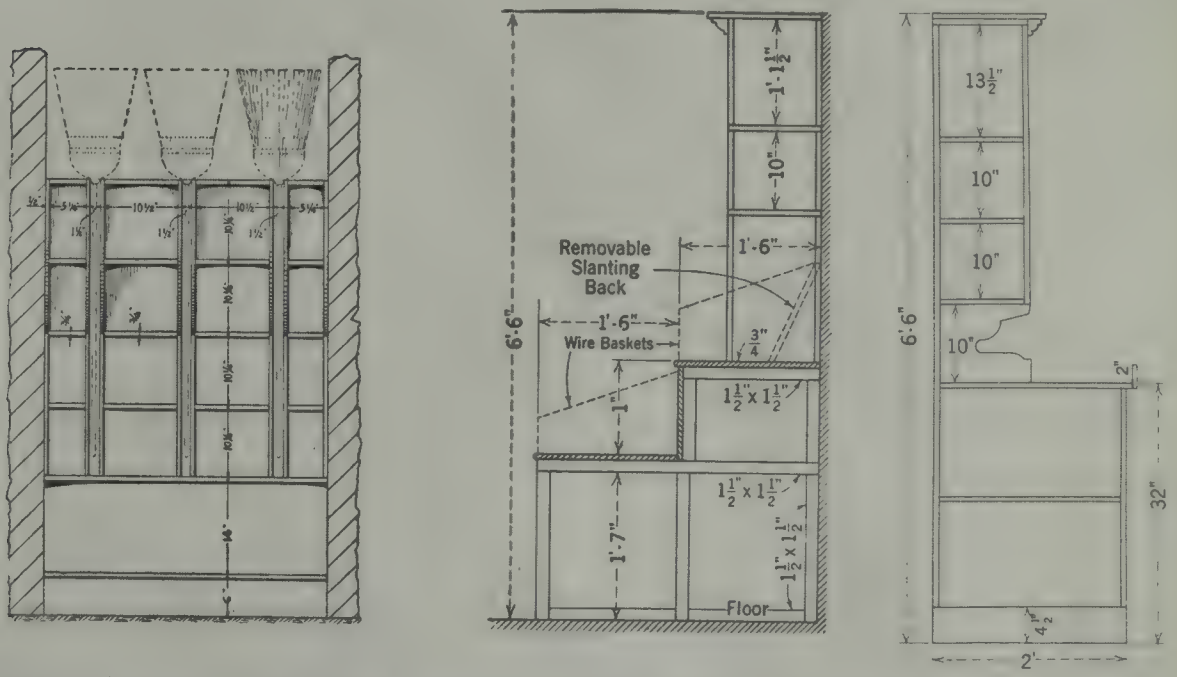
● Top. Stuffed game, each with a small descriptive card, combine with palms to make this interesting shelving decoration in John Graving's store, Grafton, N. D. Outside left. The alternate rows of ready-to-take-along 15c bags have increased biscuit sales at Martin's, Denver, Colo. Each bag contains 15c worth of biscuits regardless of the price per pound. Above left. Another example (see page 24) of how many stores now feature bulk goods in transparent bags on open display. Lower left. Women appreciate a rest corner. Colorful chairs and table, lamp, telephone and magazines, can create a friendly spot in a small space.

● Below left. Even a radiator can be used for open display when equipped with a cover, as in Elliott's Market, Delhi, N. Y. Below right. The sketch and photograph show how, by staggering the shelving to the back room, a hidden entrance can be made. Such an entrance eliminates the back door, which is generally wasted space, and also increases the shelving capacity. The hidden entrance shown is in Ashur's Grocery, North Arlington, N. J.

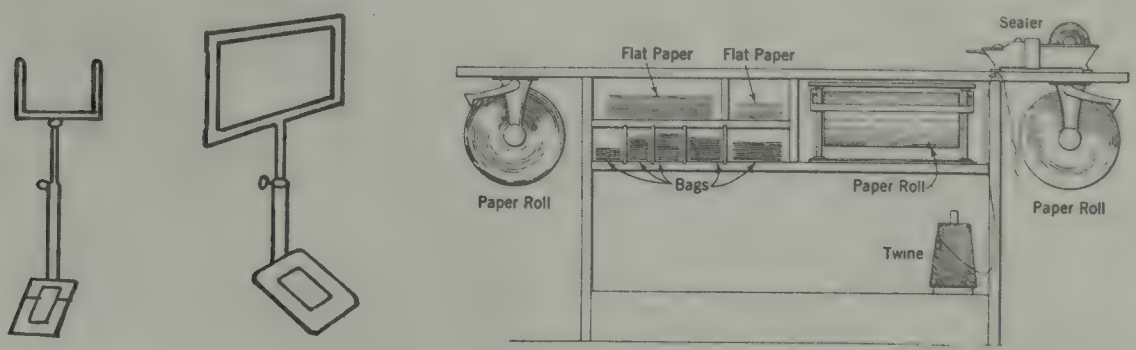




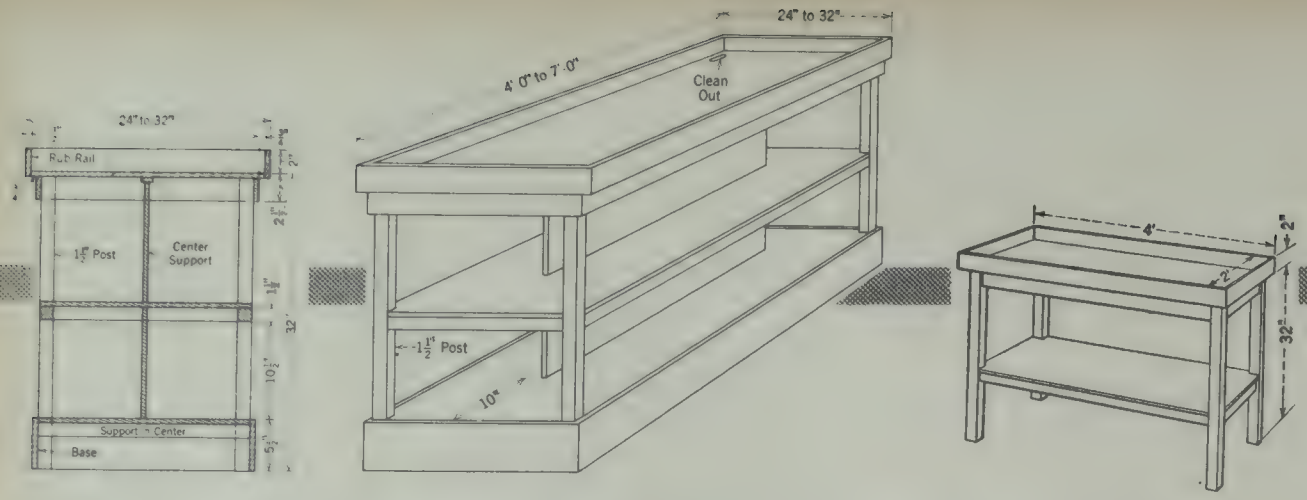
● The drawing on the left is a cross-section view of a good typical combined window and interior fruit and vegetable display. The sloping floor of the window makes it possible to get a mass effect with a minimum of stock. The back of the window steps downward into the interior of the store, affording excellent display and sales space on the inside. Note how, in the second drawing, the window display and the side-wall display combine to make a complete produce department.



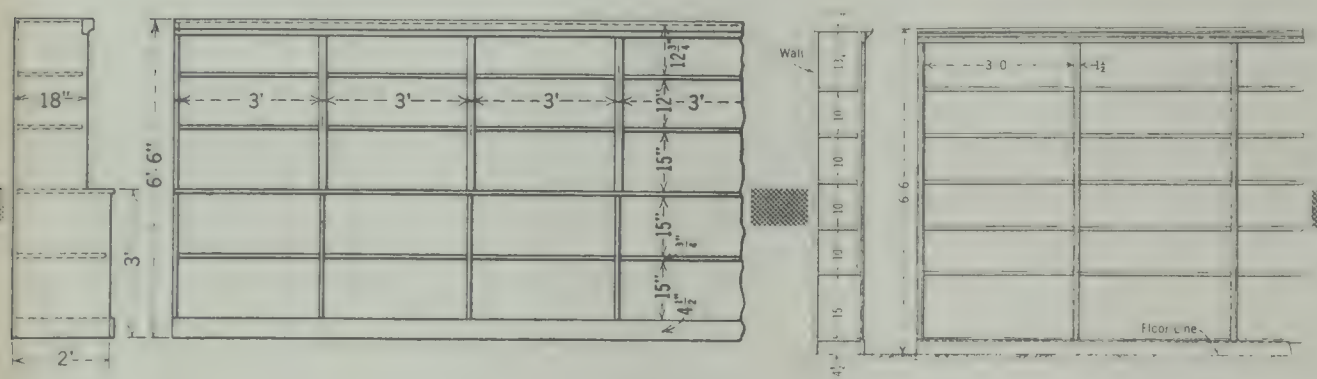
● Brooms and mops can be neatly located in the side-wall shelving, as above, with surplus stock stored in the back room. Displaying soaps, scouring powders, etc., on the shelves between the brooms makes the section an effective cleanser department. One of the many ways of housing fruits and vegetables along the side-wall shelving is shown in the center sketch. The ledge display shelving, right, is particularly appropriate for the narrow store or the store with but a few display tables. This arrangement combines table and shelf display.



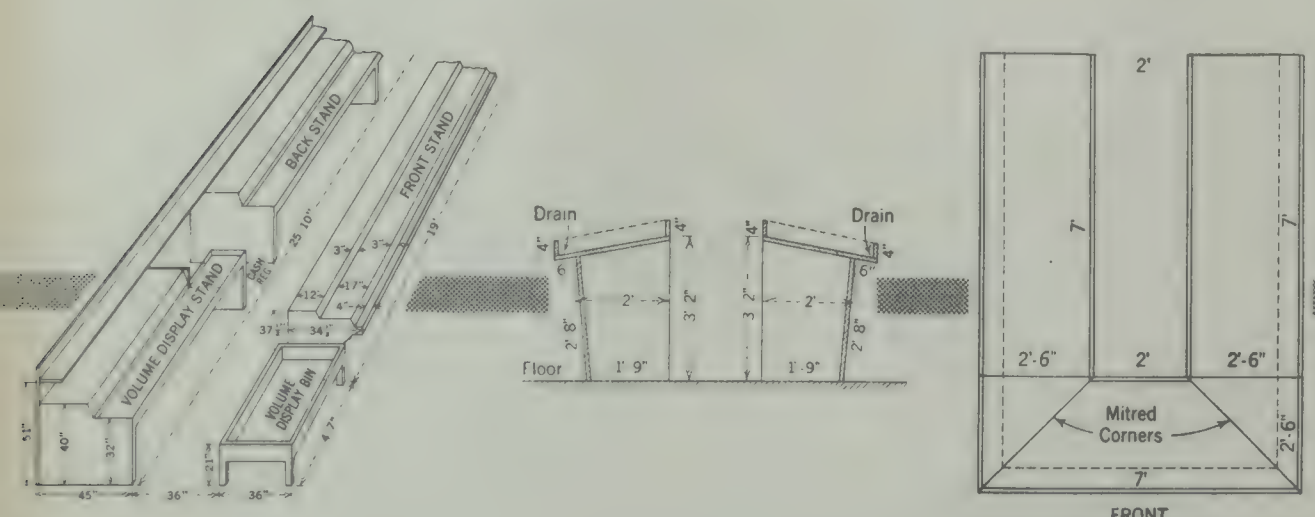
● Adjustable show card holders are useful when it is necessary to have a show card at some particular elevation or in some precise position, as in the displays on pages 49 through 55. There are a variety of holders available, in addition to the two above. The work counter should be provided with ample facilities for wrapping bundles quickly. Paper bags should be stored in the proper-sized racks in any department where they are required. Twine under the work counter should come up to the surface through a hole or staple on the right end. If a sealer is used it will serve best on the right-hand corner of the work counter.



● Intelligent use of open-top display tables will do much to increase sales and decrease operating expense—for people buy with their eyes, and want to handle what they see. The first two drawings give details of a practical design for food stores. The rub rail or enclosure keeps merchandise from falling off. The base makes it easy to keep merchandise and store clean. The dimensions of this table make it very adaptable for merchandise islands—see page 15. The third drawing is a practical design for a smaller table, useful in narrow stores, small stores, or for filling odd space. Suggestions on how to build merchandise displays correctly on open tables are given on pages 49 through 55.



● Shelving must be adapted to store needs. For instance, when a large business is carried on in a comparatively small room, shelving should be relatively deep. Grocers operating under average conditions, however, have found the above dimensions of shelving practical and satisfactory. The shelving on the left is suggested for rapid-moving merchandise. Because it is deep, preferably with a ledge, it brings a large number of rapid movers within easy reach, and makes it possible to fill orders rapidly. The shelving to the right is suggested side-wall shelving.



● Attractive display is a powerful force in selling fruits and vegetables, and proper equipment is necessary for attractive display. The first plan shows a side-wall fruit and vegetable department which gives the effect of a continuous mass display from the front. Clerks work in the aisle. The other two drawings are the cross-section and floor plan of a metal fruit and vegetable island. This arrangement is particularly appropriate if the volume is large.

Cash-and-carry customers in this Safeway Market serve themselves to milk and other dairy foods from this low refrigerator display case, which has sliding glass doors on both sides. Furthest right. By piling vegetables neatly but in great mass, the LaSalle Market, Los Angeles, suggests to buyers that these are quality foods at low prices. Display cards quote prices in rather large quantities.

Impressive mass display can be given to certain fruits or vegetables by arranging two cylinders of wire netting as shown, with the top cylinder smaller. In this Kroger unit in Indianapolis, onions, and in the rear lemons and potatoes, are so displayed. Furthest right. Badly-located posts are often a store problem. Shanklin's Market, Wichita, Kan., turned theirs into a comfortable settee.

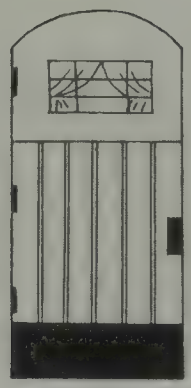
This back wall of a N.A.R.G. model store set-up shows the compact broom section, and the store office complete with adding machine, file cabinets, and safe. Furthest right. This office, in the Chicago store of Loving Bros., is built toward the rear, into the arch which sets off the meat department. Arches are an effective way to break the length of a long, narrow store and make it look wider and more pleasing to the eye.

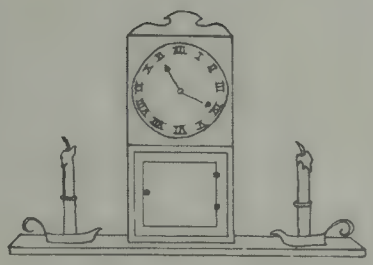
In a Chicago cash-and-carry store this pleasant section is set aside for the convenience of customers who, as the wall signs indicate, wish special service or delivery. Customers pay a small charge for delivery, which is made through a neighborhood delivery service.

This open-display store increased its shelving area by building double-sided shelving out into the store at intervals as shown. The extra deep and extra high bottom shelf accommodates flour, soap flakes and other bulky items effectively and neatly. Price cards along this bottom shelf slant back for easy reading.

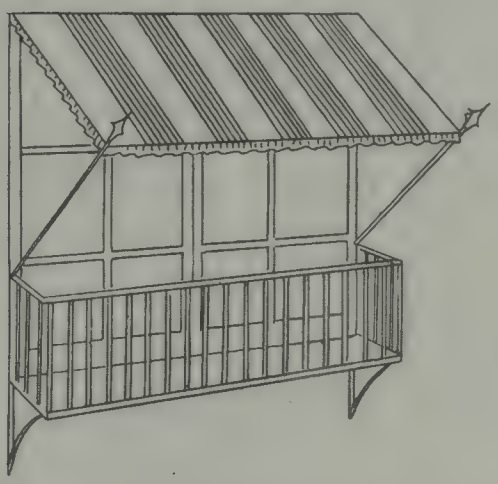
This Southern Piggly-Wiggly provides a cheerful rest corner for customers. Especially in warm climates, where shopping is more tiring, rest corners are a convenience. The small but bright and modern store below of W. H. Gibney, in Saranac Lake, N. Y., is given added personality by the decorations of mounted game, found in the nearby Adirondack Mountains.

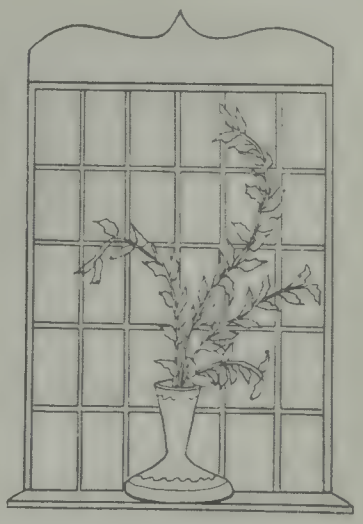
CHARM TOUCHES



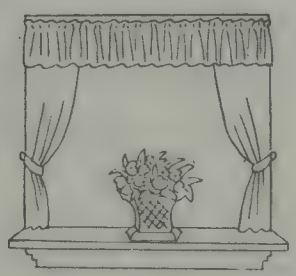


● A rear door, where used, (see "staggered shelving," page 56) can easily be made one of the store's charm spots. The glassed-and-curtained inset in this Colonial type door adds daintiness and also makes it easy to watch the store while in the back room. One wall treatment of much charm is the clock-and-candle shelf. Or a shelf might well have a grouping of odd china and metalware—a colorful tray, a unique water jug, an unusual cream pitcher.





● Little imitation window effects with mirror backings, like these, are another successful treatment for the wall space over shelves. They help greatly to give the store the appearance of a cheery cottage kitchen—and that atmosphere makes a big appeal to women's beauty-loving nature. A carpenter can easily make these imitation windows. They should harmonize or contrast with the store color scheme.



● The photograph shows an imitation window with mirrored back, quaint shingled roof, and window box of bright flowers. The sketches show how real windows above the shelving can be made charming and colorful with curtains of dotted Swiss or some other dainty kitchen material, and a bowl of artificial fruit or flowers on a shelf at the base of the window.

ORDER ROOMS

Many stores with half or more of their business delivered, frequently have a comparatively high operating expense. It places them at a disadvantage in competing with cash stores.

The high operating expense of service stores is often due to the inefficiency with which delivery orders are handled. Speed, efficiency and accuracy are essentials of a successful delivery business.

The small or medium-sized store, with not over 50 to 75 delivery orders a day, can generally promote the efficiency of its business by placing the work counters on which orders are assembled at the rear of the store, then surrounding the counters with deep shelving so as to make rapid-moving merchandise readily accessible. Fig. 1 is such an arrangement. This arrangement concentrates the activity—and accompanying confusion—of putting up delivery orders to the rear of the store, leaving the front portion comparatively free for the efficient serving of drop-in customers.

But the store with 75 or more delivery orders a day should as a rule have a separate order room, and thus promote efficiency, speed and accuracy. Fig. 2 is a typical arrangement. With a separate order room the front portion of the store will be free from the confusion of order clerks dashing here and there, and the aisles will not be cluttered with delivery boxes and assembled orders. In this plan delivery orders are assembled on a specially constructed work counter—see Fig. 3. The shelving surrounding the order counter is deep so as to house an ample stock of rapid-moving merchandise, thus eliminating steps in assembling orders.

Whenever possible the order room should not be shut off from the main store. The activity of the order room helps give the store that busy atmosphere women like so much. Note that the order room in this plan is separated from the main salesroom by a low stock shelf only 3 feet 4 inches high. This arrangement has the added advantage of making it easier for the proprietor to supervise both order room and salesroom.

The store with a thousand or more orders a day needs a fairly spacious order room. Especially must a business of this kind promote speed, accuracy and efficiency. The order room must have ample facilities so that several packers and order clerks can all work at the same time without confusion. Fig. 4 is a typical floor plan. The specially constructed shelf arrangement makes it possible to store a wide variety of merchandise within easy reach of the order counters. There is ample space for order trucks used to convey the assembled orders to delivery trucks. Because of the low shelf between the order room and the main salesroom, most of the activity in this order room can be seen from the store and helps give the store a busy, active atmosphere.

Appointments of the Order Room. Fast-moving merchandise should be placed nearest the order table in the order of frequency of call.

The order room should be equipped with a bulk goods weighing and wrapping table, and bulk goods should be packaged in advance during spare moments.

The refrigerator box should be accessible to both the order room and salesroom.

The order room should contain a stock of fruits and vegetables. See Fig. 6.

The order room, like the store, should be rat proof, and cracks should be carefully filled so as to leave no refuge for vermin or insects.

For convenience of checking and packing orders into delivery boxes the order room should have several low short tables mounted on casters. See Fig. 7.

Light trucks built to accommodate a number of assembled orders, preferably one or more trucks with shelves, are necessary accessories of the order room. See Figs. 8 and 9.

● Fig. 1. In this efficient model floor plan delivery orders are assembled at the rear counters, leaving the front comparatively free from confusion, for the drop-in customers. This arrangement will take care of from 50 to 75 orders per day. When a store has more than 75 delivery orders a day it should have a separate order room. See Figs. 2 and 4.

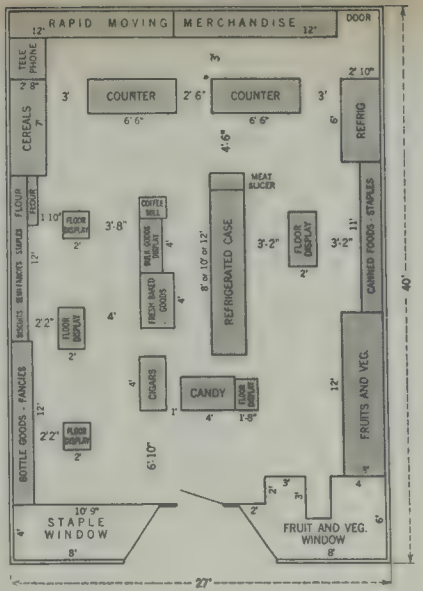


Fig. 1

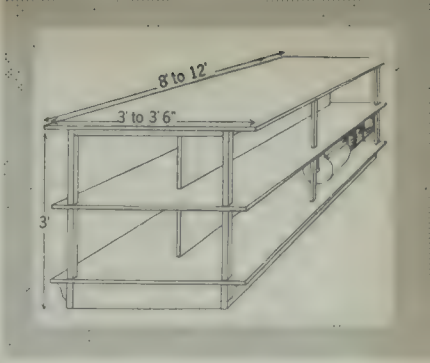


Fig. 3

● Fig. 2. When a store has 75 or more delivery orders per day it should have a separate order room as in this plan. This arrangement of the order room ties in efficiently with the main store. The low stock shelf (3 ft. 4 inches high), that separates the order room from the main store, permits a view of the activity in the order room, and thus adds to the store atmosphere. A separate order room eliminates confusion, lost time and inefficiency.

● Fig. 3. This is an efficient style of order room counter or table. The shelving underneath accommodates a large quantity of rapid-moving items as eggs, butter and sugar. The top of the order counter should be smooth and tough. Oak or pine or durable flooring, 1¼ inches thick, is frequently used for tops. Tops may be covered with galvanized iron, zinc, linoleum or 3-ply veneer. Corners are rounded.

● Fig. 4. Model store plan with a high-speed order room that has a capacity of 1,000 or more orders per day. Office and phone rooms can be located on the mezzanine floor above the order room.

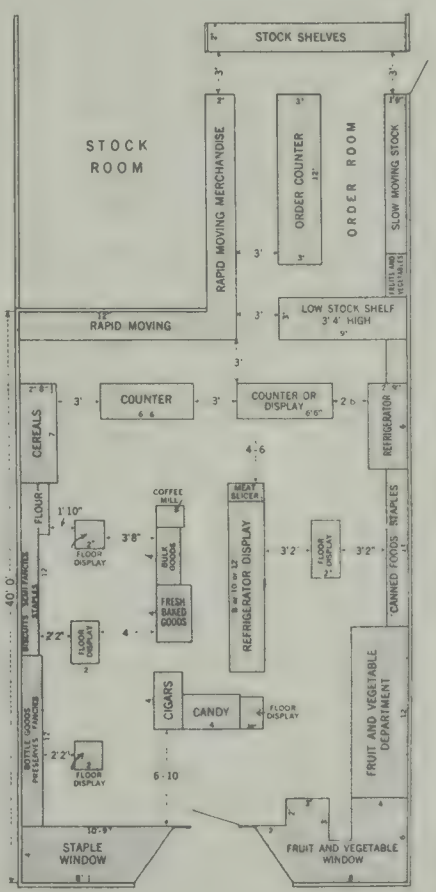


Fig. 2

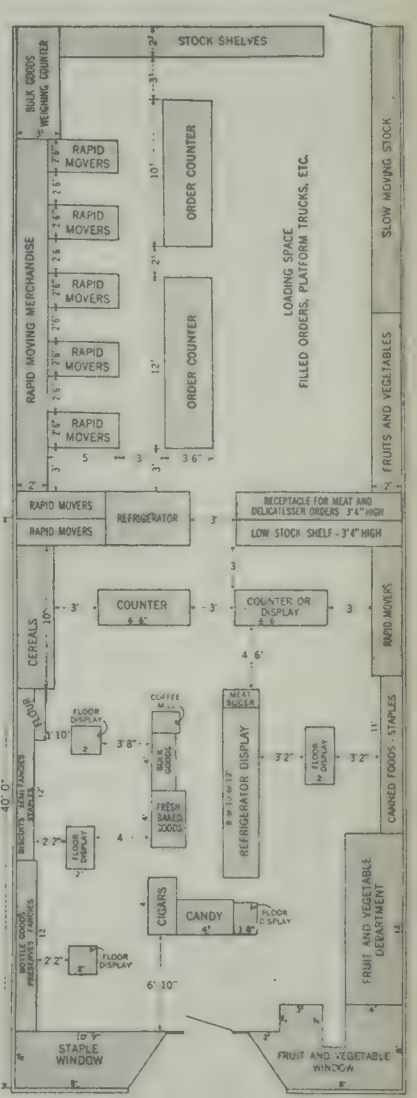
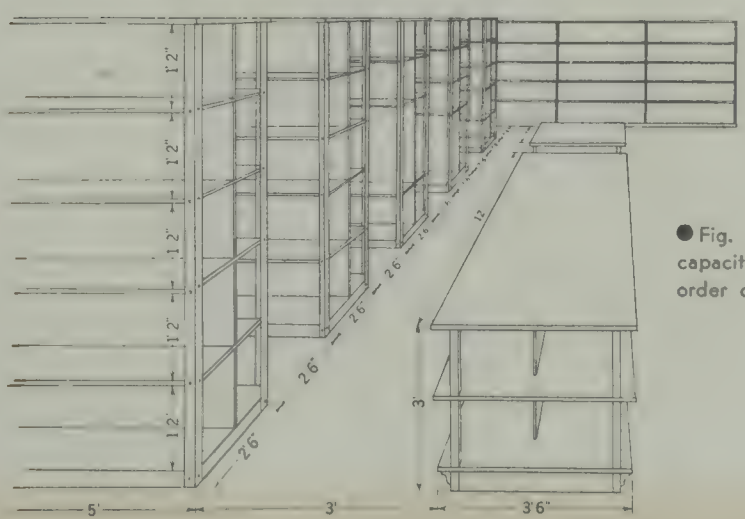
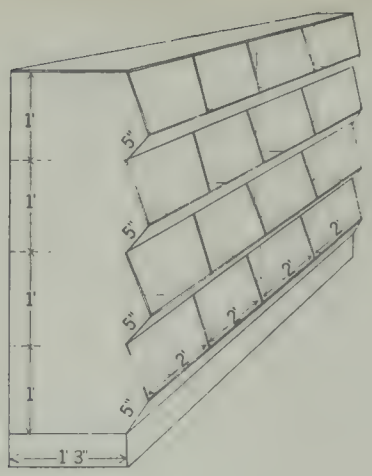
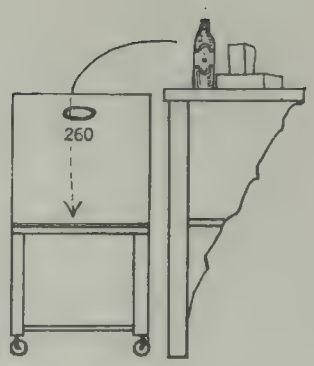


Fig. 4

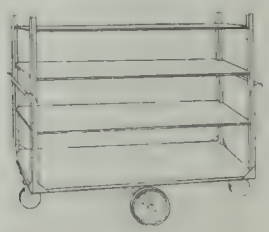


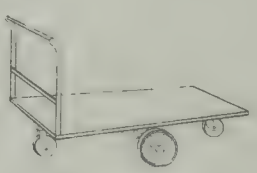
● Fig. 5. The large order room, if it is to operate efficiently, must have capacity for a large quantity of merchandise, readily accessible to the order counter. This shelf arrangement has wonderful possibilities.



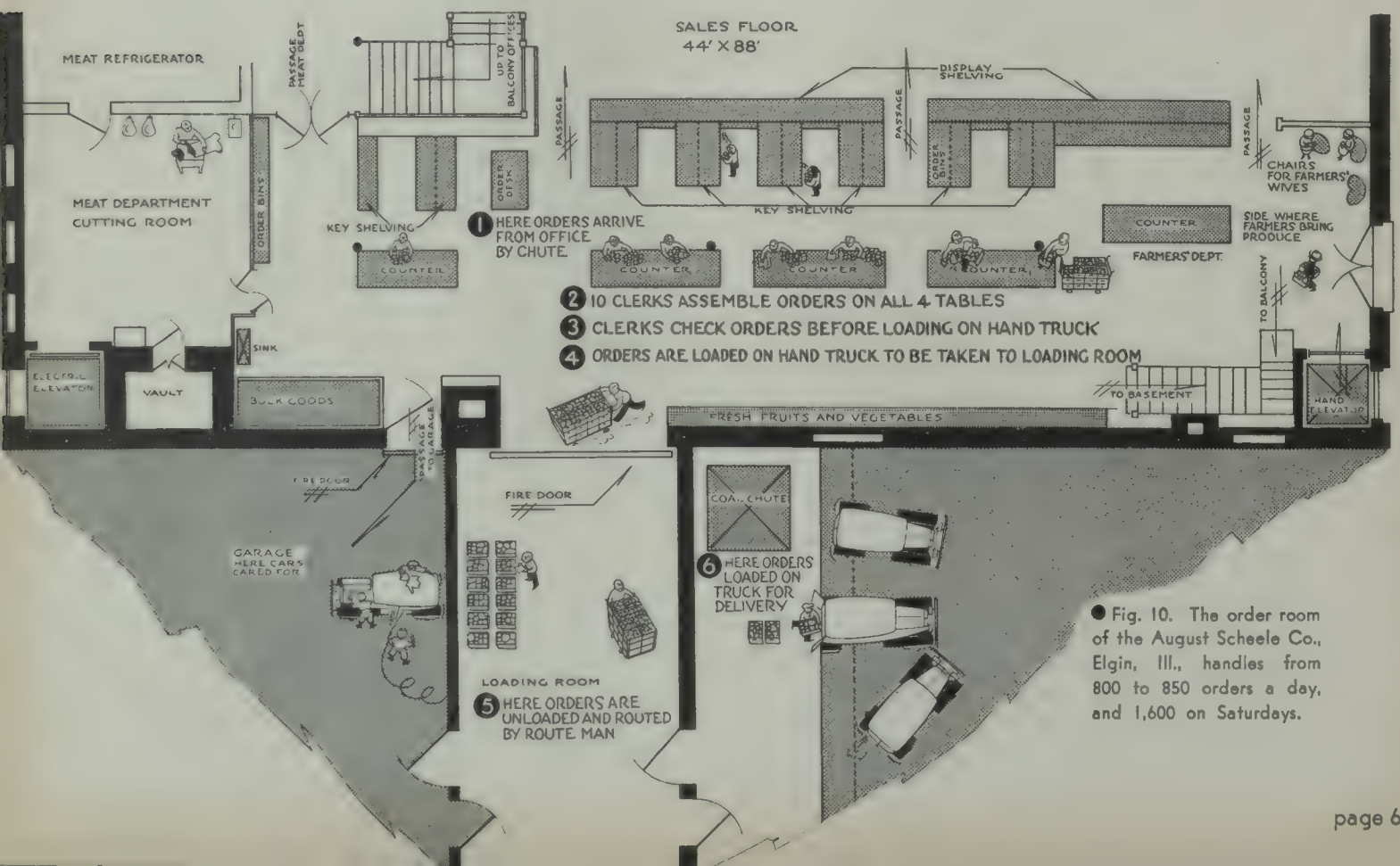


● Fig. 6. The order room should have a supply of rapid-moving fruits and vegetables so as to eliminate trips to the front of the store. This is an efficient fruit and vegetable bin for the order room. ● Fig. 7. The order room should have several low short tables mounted on casters for holding delivery boxes while orders are checked and packed into the boxes. These movable tables should be low enough so that the tops of the delivery boxes do not project above the order counter level.





● Fig. 8. The shelved truck simplifies routing and loading. ● Fig. 9. Platform trucks are time and labor savers in conveying delivery orders from the order room to delivery trucks, and for general store use.



● Fig. 10. The order room of the August Scheele Co., Elgin, Ill., handles from 800 to 850 orders a day, and 1,600 on Saturdays.

GENERAL STORES

Because of the wide variety and diversity of merchandise in the general store, the problem of arrangement is sometimes a bit difficult. Yet by the skillful use of the island principle most of the stock can be so arranged that it will be accessible to customers.

We must so lay out the store that customers will be taken back into it whenever possible—so there will be the maximum store circulation and the maximum exposure to sales.

Everything on the floor should be kept low so that nothing projects above the eye level to interfere with a clear view. We must so plan the store that everything can be seen, and everything that admits of being handled, can be handled by the customer.

The general store should be departmentized. Care must, however, be exercised in locating the departments so that one helps the other. The more frequently called for demand items should be placed in the rear of the store and the profitable, less frequently called for items, especially the luxury and near-luxury merchandise, should be located in front. As people come and go for their necessities, they are constantly thrown in contact with the specialties in the store.

By comparison with other lines in the general store, groceries are demand items. For that reason the grocery department is generally located well to the rear.

In a small store, however, it is sometimes advisable to have the groceries on one side, and dry goods and miscellaneous merchandise on the other, as illustrated in Plan No. 1. That arrangement, however, will make for more foot work than if the grocery department were concentrated.

Plans No. 1 to No. 5 are all general store floor plans that cover more or less typical conditions. Conditions, of course, will vary with every store, so there must be adaptations. No attempt is made in these plans to cover the needs of department stores or unusually large stores. The arrangement of such stores is always an individual problem.

Table Displays. The most frequently used piece of equipment in a general store is the display table. Seven foot tables, 32 inches wide, are well adapted for general store needs. They serve as excellent displays for general lines, as hardware, furnishings and work clothes. See Figs. 1, 2 and 3. In this table the lower shelf can be removed, so as to permit the display of bulky merchandise. In that connection study Fig. 4. The rear of the table has adjustable storage shelving.

The top of the table should always be neatly arranged. For items small in size, as brushes, hardware, furnishings, etc., compartments should be made with bulb edge glass dividers 2 inches high and held in place by clips. See Fig. 5. For small items, as notions, etc., the glass dividers can be held in place by blocks, as in Fig. 6. Of course, all merchandise on tables should be plainly price-marked.

Shelving. Shelving of various depths must be used in a general store to meet various requirements. If the room is small and the stock large, deep shelving will be necessary to accommodate the stock. It is frequently necessary to have deep shelving for the storage of rapid-moving groceries, so as to bring the groceries close together and within easy reach of the work counters.

Low Shelving. In some of the general store plans, low shelving is specified when the shelving projects into the salesroom. This shelving rises only 40 to 44 inches from the floor of the store and should never be higher. It is used to separate one department from another. In some cases the low shelving is built dou-

This Bergantz store, located in Huntington, Pa., a town of 7,500, is an example of how general stores are keeping pace with food stores in adopting modern arrangement. Open shelves, island arrangement, orderliness, good lighting, and charm touches create an atmosphere that customers of today prefer.

The neat, dignified exterior does its part in "selling" the store to passers. The backs of the show windows are low—38 inches high—so that customers can see right into the store.

ble, that is, open on both sides.

Fruit and Vegetable Display. Because of the limited wall space, it is often necessary to arrange the fruit and vegetable department of the general store in an island.

Hardware. If the general store carries a line of hardware, ample provision must be made for it. Many products can well be displayed on open top tables. For others, it may be necessary to have a hardware side wall section, preferably one with a display ledge. See Fig. 7. Various manufacturers make this equipment. It comes in sections, so that as many feet can be bought as required.

Wall Cabinets and Show-Cases. Many items in the general store must be protected from dust, dirt, or the elements. For that reason they must be displayed under or behind glass. Such items as toilet goods, gloves, neckties, cutlery, etc., can be displayed in show-cases. The accompanying general store plans make frequent use of show-cases, both in islands and along side shelving. When used in an island, it is well to have the cases seven feet long, so they will be interchangeable with display tables.

Merchandise of considerable bulk, however, sometimes cannot be displayed in low show-cases. For such items as men's hats, millinery, dresses, ready-to-wear, sporting goods, electrical goods, etc., it may be well to provide side wall cases or cabinets with sliding glass doors.

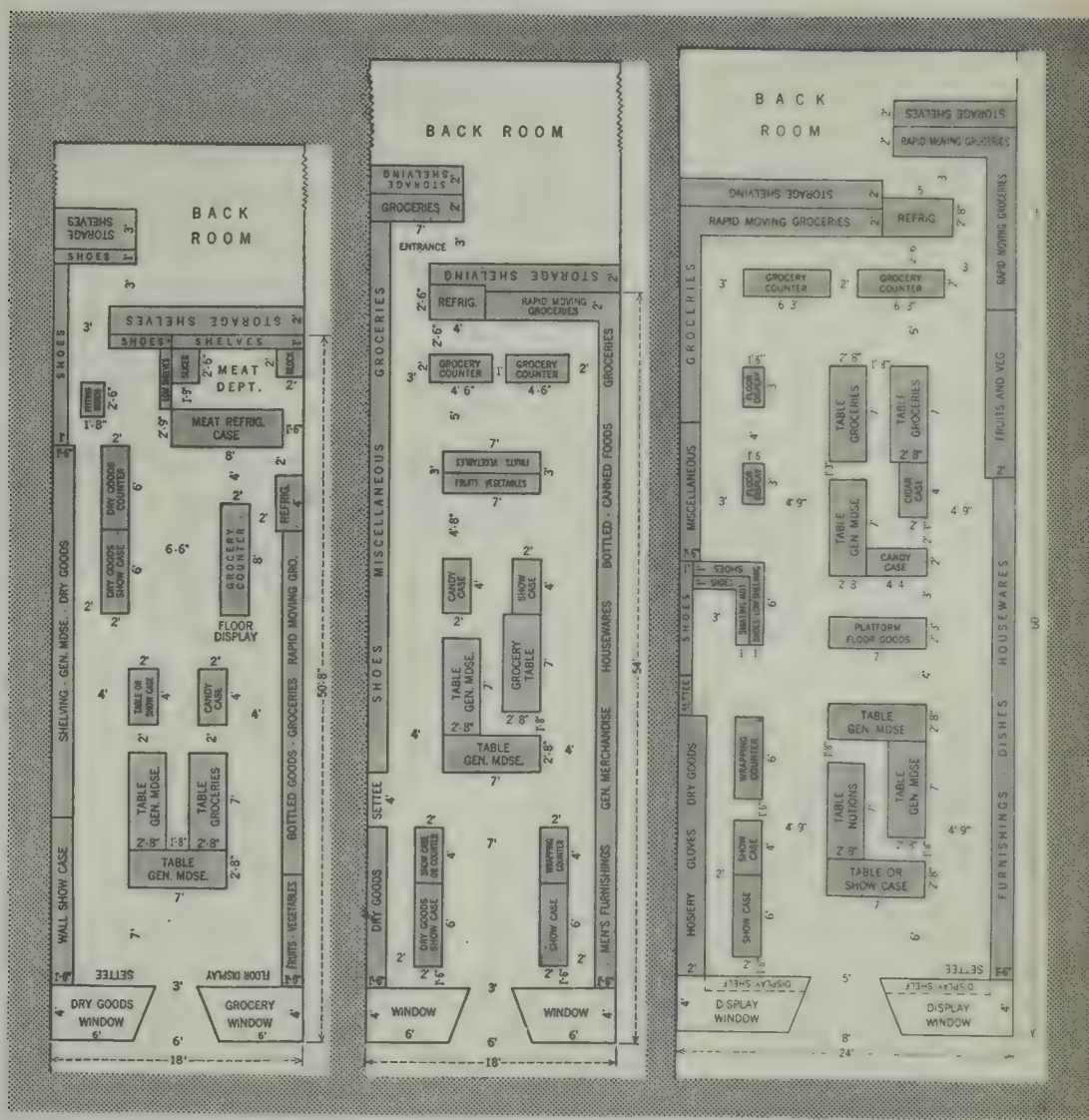
Platforms. Bulky merchandise, as wash-tubs, pails, coaster wagons, lawn mowers, ash cans, linoleum, flour, feed, etc., can be displayed on platforms. It is best to make the platforms 7 feet long, 2 feet 8 inches wide, and from six to twelve inches high, so they will be interchangeable with the display tables.

Rest Corners. Country people often make up a large part of the general store's trade. It is, therefore, well to have a rest corner where women can wait or visit in comfort. It is generally easy to arrange for one or more settees and a writing table. Clean, sanitary toilets also add to the attractiveness of a general store.

Office. The location of the office is largely a matter of choice. When the proprietor does selling on the floor, the office should be centrally located. If the store's volume is large enough so that the proprietor spends most of his time in administrative duties, the office can well be located on the mezzanine, in a back room, or at least in the rear of the store.

If the office is located on the main floor, it should be elevated from 18 to 20 inches. This elevation will have a tendency to keep people out of the office, yet at the same time enable office occupants to deal with customers on the floor.

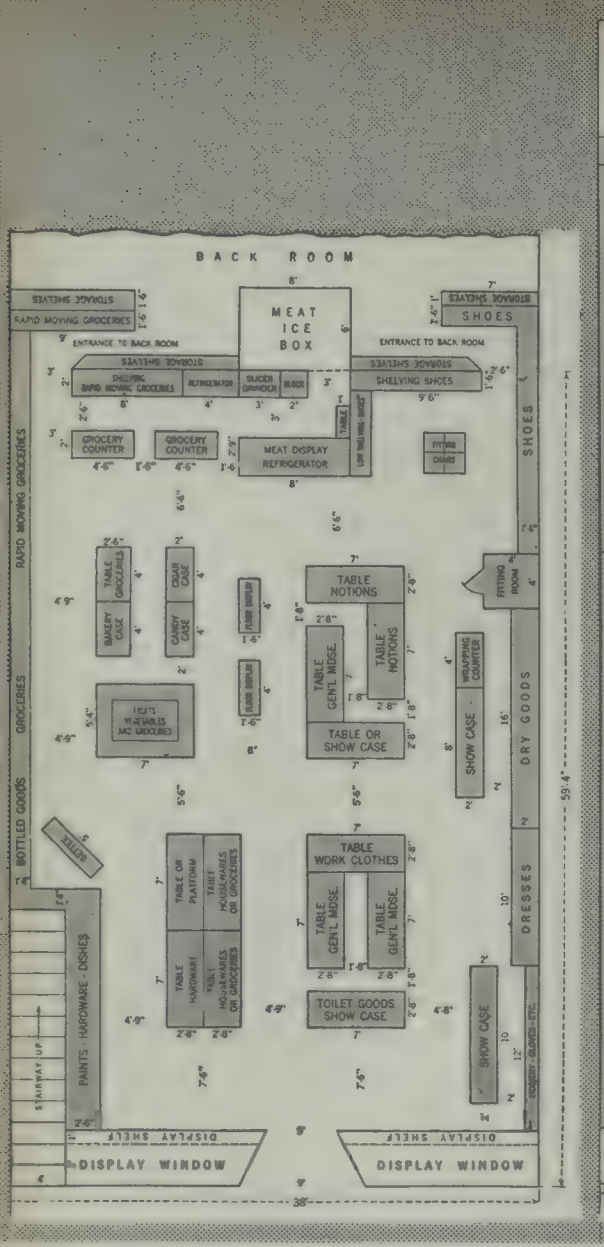
● Plan No. 1. A good plan for full grocery and meat department and limited general lines. If meat cooler is used, front should face up with rear shelving and project into back room. Adaptable for store from 16 to 22 feet wide. Length can be varied by adding display tables or cases in the island. The rear cross shelving is standard height, preferably with lattice between top and ceiling.



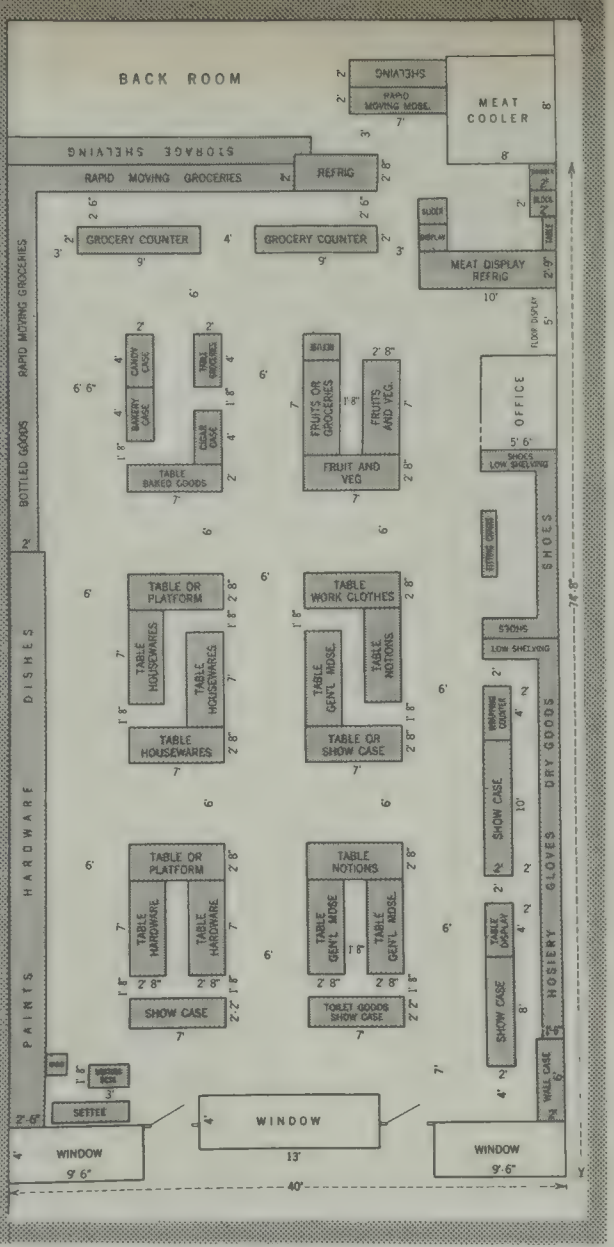
Plan No. 1 Plan No. 2 Plan No. 3

● Plan No. 2. A plan for a small general store with full line (18 by 54 feet), stocking a large amount of merchandise. Back door is eliminated and entrances to back room hidden by staggering shelving. There are no dead spots in this store. Displays on the floor must be kept low—nothing over 42 inches high. By the use of more tables and longer cases, depth can be increased as desired. This plan is adaptable for stores as wide as 22 feet.

● Plan No. 3. A good general plan for a store from 24 to 30 feet wide. The depth can be varied by adding or taking out display tables in the islands. The projecting shoe shelving must be kept low, not over 44 inches high. There will be very little hidden merchandise in this store. As customers go back for groceries, the entire stock is exposed to them.



Plan No. 4

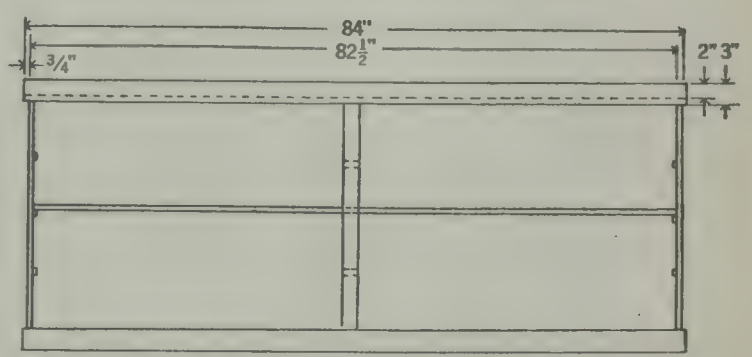


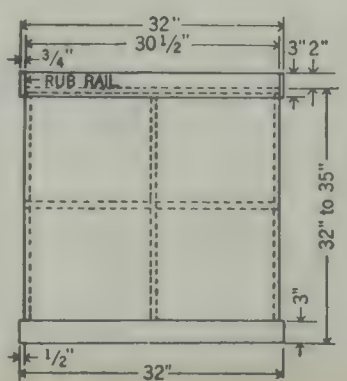
Plan No. 5

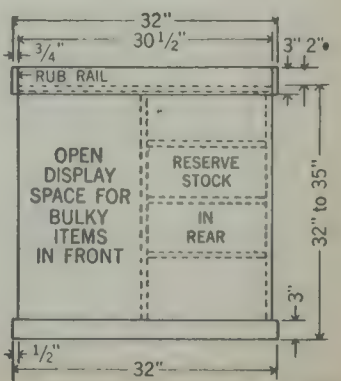
● Plan No. 4. A general store plan with combined grocery and meat department. Note how rear shelving is staggered to give two hidden entrances to the back room. The condensed island in the front left is necessary because of the stairs. The fruit and vegetable department is part of a grocery island. There is a glass front cabinet for ready-to-wear on the right. Wide cross aisles encourage customer circulation.

● Plan No. 5. A typical plan for the 40-foot store. Adaptable for stores as wide as 48 feet. Note the double entrances, making three display windows. The center window is especially adaptable for displaying large bulky items because of its distance from the sidewalk. Note the regularity of aisles and islands. This store can take care of a large volume of business. All floor equipment and displays are lower than the eye level—nothing high to obstruct the view.

● Fig. 1. This table is suited for displaying hardware, furnishings, notions, and general merchandise. The front shows adjustable shelves. More shelves can be added, or all shelves can be removed to permit display of bulky merchandise. The front can also be entirely enclosed, preferably with sliding panel doors, to keep out dust and dirt.



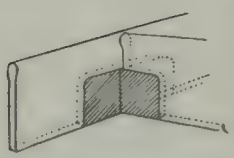




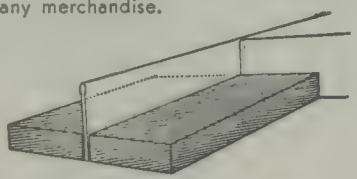
● Fig. 2. The end dimensions of the open-top display table with vertical partition. Shelves are adjustable up and down. Any or all shelves can be removed to display bulky merchandise. ● Fig. 3, at extreme right, shows vertical partition, leaving the front half of the table for the display of bulky merchandise. Reserve stock can be stored on the four rear shelves.

● Fig. 4. A typical open-top table display. There are many items in the general store adapted for display on such a table. Shelves can be placed in lower front if not needed for display of bulky items.

● Fig. 7. The combined panel-and-display-ledge wall equipment for hardware is rapidly gaining popularity. Slow-moving items should be sampled on the panels and the more popular sellers displayed on the ledge.



● Fig. 6 (below). Block fillers hold the bulb-edge glass in place on tables and raise the merchandise so it can be better seen. These fillers come in various sizes so as to make compartments to fit any merchandise.



● Fig. 5. (above). For large items like kitchenware the glass table dividers can be held in place by clips.

● Another good example of the principles of open display arrangement applied to a general store. Open shelving permits women to browse around and wait on themselves—as many prefer. Note the low shelving at the left used to separate the grocery department from the other departments. The potted palms, lattice partition, and light coloring increase the store's appeal to women.

L I G H T I N G

Whether or not people come into a store, whether or not they buy, often depends upon what they see.

Yesterday's merchant kept everything stuck away on shelves and out of sight. The purchaser was supposed to know what he wanted and ask for it. Generally he bought only what he asked for; he was never asked to buy, never intrigued by additional things that could be purchased at the same time, never spent more than he intended to spend when he entered the store. His reasons for skimpy purchasing were often that he *saw* nothing else that he wanted.

Today's merchandising philosophy, however, is distinctly different. It is based on visual appeal and verbal suggestion—an unbeatable combination.

Through light, visual appeal is accomplished. Light on the outside, light in the show window, light in the interior, in wall cases, show-cases, and special displays. Not just enough light to allow the customer to see plainly, but adequate illumination to enable him to see quickly.

The Exterior. During the past few years many new lighting forms have been developed. These units, termed luminous elements, form an integral part of the structure and offer three distinct advantages—(1) aggressiveness and refinement; (2) advertising individuality, which can readily be made to characterize the store and its services; (3) cheer and invitation to an otherwise darkened location.

The cost of such lighting is really a matter of investment in advertising, rather than an added item on the lighting bill. In general, the cost per thousand circulation is about ten cents.

The Show Window. Show windows are extremely effective selling agents deserving of special emphasis. They really combine with the general exterior to stimulate interest and attract customers. If windows are to do a good selling job, they must be well lighted. People have to be enticed into a store before they can buy, and the well-lighted show window is a master magnet.

The Interior. Along with the change in merchandising methods of recent years, there has also been a change in lighting. Today, instead of lighting the store exclusively with pendant fixtures and brackets, the designer has found many novel ways of building in luminous elements which provide every faculty for seeing, and at the same time enhance the decorative appeal of the store. The pendant fixture, too, has undergone a considerable change in appearance, and along with the luminous element is playing a prominent role in today's modernization program.

Interior display cases should not be forgotten. These cases are really miniature show windows inside the store, and like the show windows outside they must be more brightly lighted than their surroundings if they are to attract attention and stimulate sales.

A development of particular significance to the merchant is the three-light lamp which contains two filaments. Each filament may be burned singly, or in combination with the other, thus providing three different levels of illumination from the same lamp bulb. Because the new lamps are identical in shape and size with regular lamps of corresponding wattage, their use in present conventional fixtures requires only minor changes.

The merchant who contemplates a renovation or building program should consult a lighting specialist in planning the lighting. His services are available from the local utility without charge.

● The well-lighted show windows and the modern sign above combine to tell an effective merchandising story. The sign is silhouette in character. The letters form channels which house the lamps and illuminate a white porcelain enamel reflecting surface. The letters are of porcelain enamel with the sides and face painted a red color. The lamps are on three circuits, white, amber, and green, with one circuit operating at a time. Each circuit in the word "Bruder's" has 56 40-watt lamps, and each circuit in the word "Creamery" 40 40-watt lamps, making a connected load for the sign of about 11.5 kw.

● Because 80% of our impressions come through the eyes, they may rightly be termed the "real buyers." The Bruder Company has put in an installation inside its store that aids the buyer in making her selections. The store is 20 feet by 40 feet, with a 12-foot ceiling. The spacing is 10 feet by 13 feet, with a 9½-foot mounting height. The first four units are equipped with 300-watt lamps and the back two are equipped with 500-watt lamps.

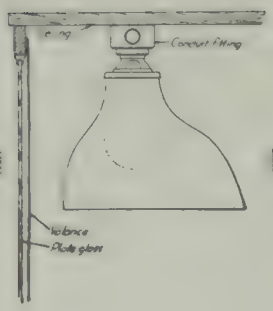


Fig. 1

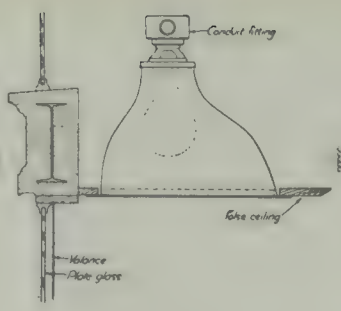


Fig. 2

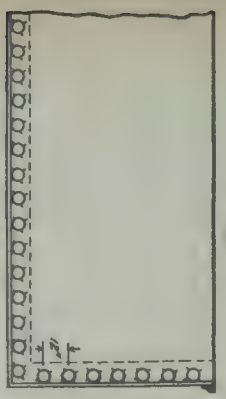


Fig. 3

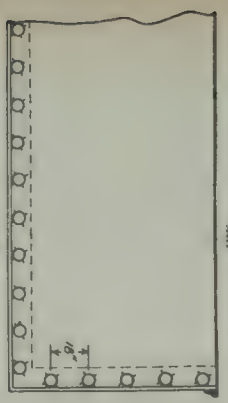


Fig. 4

● Fig. 1 shows a reflector mounted close to the ceiling. Fig. 2 shows a reflector mounted flush with the ceiling. Which of these methods of installing window lighting equipment should be used depends on the construction of the window. Unless the ceiling is especially high, the reflectors are generally mounted on the ceiling close to the window. Where the window has a false ceiling, it may be preferable to install the reflectors above the ceiling, with openings flush with the ceiling.

● Fig. 3. Excellent window illumination may be had by placing reflectors 12 inches apart along the front and side of the window and equipping these reflectors with 150- to 200-watt lamps. Fig. 4. Good window illumination results when window reflectors, equipped with 150- to 200-watt lamps, are spaced 18 inches apart along front and side of the window. A curtain or valance should be used to screen the lighting units from the view of passersby.

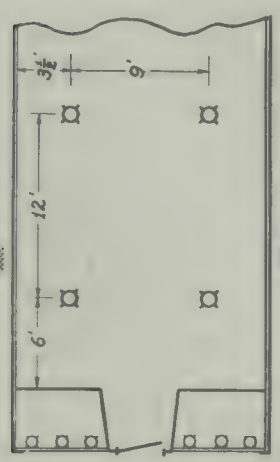


Fig. 5

Fig. 6

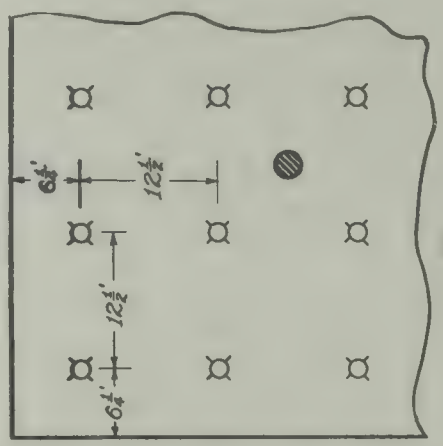


Fig. 7

● Fig. 5. Suggested arrangement of units for a store 16 feet wide with a 12- to 14-foot ceiling. If enclosing globes are used no lamp smaller than 300 watts should be employed. Where indirect units are installed 500-watt lamps are recommended. The ceilings and side walls should be light in color for best results.

● Fig. 6. Suggested arrangement of units for a store 24 feet wide with a 10- to 12-foot ceiling. If enclosing globes are used no lamp smaller than 200 watts should be used. Where indirect units are employed, 300 watts are recommended. Light-colored ceiling and side walls are recommended.

● Fig. 7. Sketch shows a typical lighting arrangement for the store 50 feet wide with an 11- to 16-foot ceiling. No lamp smaller than the 500-watt should be employed, if good seeing conditions are to be provided for the customer.

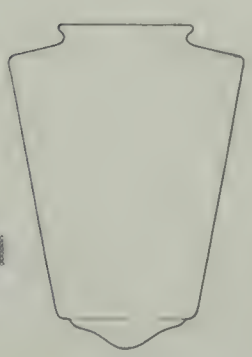


Fig. 8

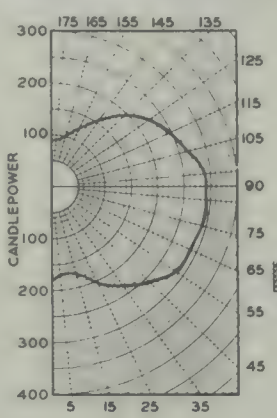
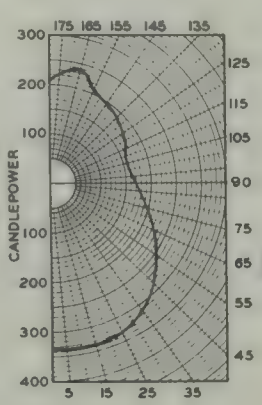


Fig. 9



● Fig. 8. A stalactite enclosing globe and its distribution curve. Fig. 9. Typical squat type enclosing globe and its curve.

● Shoppers are impellingly drawn to bright stores. Suspended five feet down from the 16-foot ceiling of the store above are 25 totally-indirect reflectors spaced nine feet apart, in three rows, nine reflectors in each of the outer rows, seven in the center row. Each reflector conceals a 500-watt inside-frost lamp. The light source is not seen. The resulting indirect illumination is diffused evenly throughout the store.

● Whether or not people come into a store, whether or not they buy, depends upon what they see. The installation below consists of 200-watt hemisphere-type units on 11- by 8½-foot centers. The system provides 20 units of light on the upper shelves, 10 units on the lower, and 11 units on the merchandise between the two rows of lights.

STORE FRONTS

The store front has three important functions: (1) to give the store character; (2) to display merchandise; (3) to invite and bring people into the store.

The store front can, and generally does, establish the character of the store. The front, then, should be so built that it reflects the tone and the spirit of the business.

There is no standardized formula for a store front. The store front must vary with local conditions, character of the business, climatic conditions, and building construction.

The store entrance should, whenever possible, be on the sidewalk level. When the store floor is from four to eight inches above the sidewalk level a sloping entrance is much better than a step. Steps down should also be avoided, yet, strange as it may seem, it is easier to get people to step down than up.

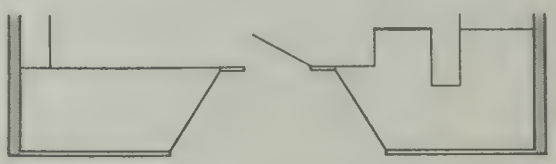
● Fig. 1. A front with windows converging toward the center is a very desirable one. It has more pull than a front with windows flush on the sidewalk. People walking by get a much better view of the window displays.

The store entrance or entrances should be as near the center as possible, rather than on an extreme side or corner. A center entrance is always best. It brings people into the store at the right point to get the maximum circulation, and exposes them to the greatest number of sales. The center entrance also makes for the best possible display windows.

Even in the narrow store 12 or 14 feet wide, it is better to have a center entrance with a display window on each side than a corner entrance.

Fig. 1 is an example of a good front. It has the advantage of a small lobby, and at the same time the glass is set at such an angle that people walking by find it easy to see the merchandise on display. See also Figs. 2, 3, 4 and 5 for store front suggestions.

Opinion is pretty well agreed that the grocery store window should not have a high background. A window completely shut off from the store generally looks cold, detached, dead, and lacks atmosphere. There should, however, be a low background, but not more than 44 inches high from the store floor.



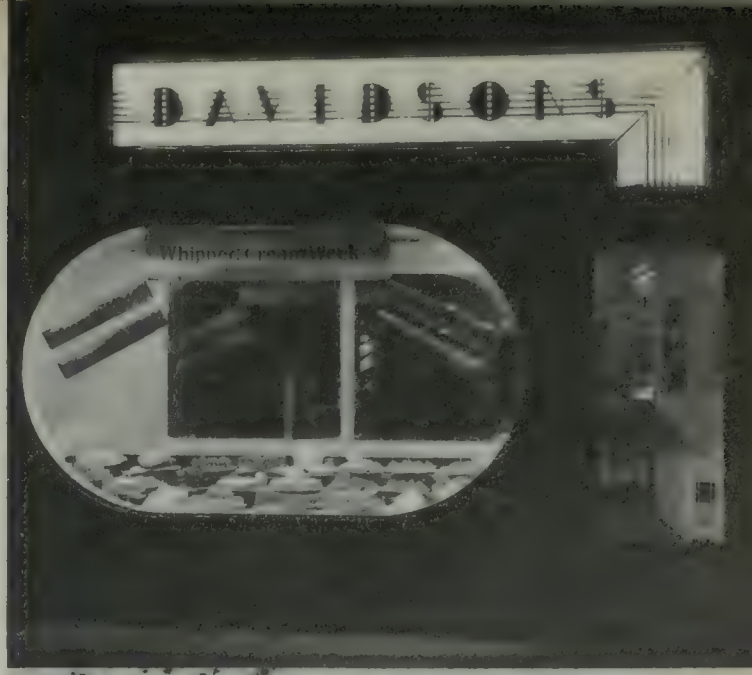
● Fig. 2. This type of front is used by many neighborhood and small-town grocers. The right-hand window is used for displaying fruits and vegetables.

The store front should always be in keeping with the character of the business and the surroundings of the community. Because of the wide variations under which the grocery business is conducted, there are infinite possibilities for attractive, unique, and inviting fronts.

Tile, structural glass, and metal are increasing in popularity for food store fronts. These materials are sanitary, easy to keep clean, look well, and wear well.

Stucco fronts are widely used in the Southwest—and especially for drive-in markets. Tile set in stucco or concrete adds charm to an otherwise uninteresting front. If brick is used the colors can be made striking with an appropriate trim of tile.

Careful experiment on busy streets proves that double-acting doors are better than single-acting. A wide door (3 feet or more) is more inviting than a narrow door. It is better to have one door 3½ or 4



This type of modernistic front is appropriate for the high-grade specialty shop. It is that of Davidson's Bakery, Chicago. The front is black structural glass and the door is birch, enameled black. The elliptical window features the merchandise displayed rather than store interior.

Budin's Delicatessen, Cleveland, is an example of an impressive front for the small high-grade shop in a city or suburban community. The arches above the door and windows give the front added decorative interest. The signs are illuminated at night.

The shining black, chromium-metal-trimmed front of the Richelieu store, Buffalo, makes this high-grade shop stand out on a busy street. Note the interesting grill work above the door. The window has no back, permitting passers to see right into the store.

This hardly looks like a grocery store. But it is. It is a night view of Hattem's Shopping Center, Los Angeles. The archway leads to a large parking area.

This neighborhood store is built well back from the sidewalk to provide parking space for 75 automobiles. The building is of terra cotta, painted green and black. The 18-foot tower is electrically lighted.

The Star Market, Los Angeles, is a typical California type with removable front. Open fronts, where climate and location permit, have a strong consumer attraction.

● The Bellevue Market, Bellevue, Pa., draws trade with this smart, modern front. At night the front is cleverly illuminated, making it even more attractive. The panel surrounding the name, and the pillars on each side of the store, are lighted with a brilliant flame color. The center pillar between the doors is lit with pastel reds, blues, and greens. As the colors have been carefully blended the effect is unusual but tasteful, and the owner says "has an almost magical way of drawing people to the store."

feet wide, than two narrow ones each 2 feet wide.

Where climatic conditions and location of the store permit, there is now a tendency on the part of markets to build fronts so that the doors and windows can be removed during business hours.

An open door is much more inviting and, other things being equal, will get more people through it than a closed door. Especially do cash sales increase when the front door is open—and next best is the easy-working, large size, double-acting door, with a large glass through which people can see.

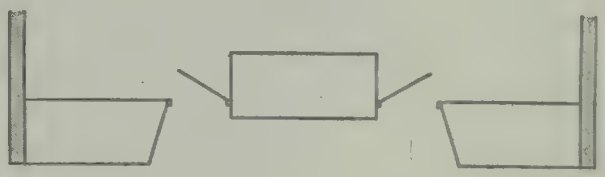
It has been found that a door with a hard-working latch actually turns people away. A door swinging into the store is better than one swinging out, but better yet is the double-acting door.

Chromium kick plates and push plates add another attractive feature to the store door.

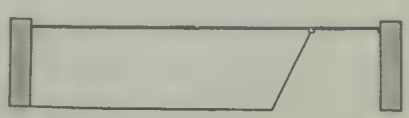
Stores located in residential sections may take on the characteristics of a residence. That will do much to build community good will. Flower boxes, flower beds, shrubbery, or even trees, can be used to give a touch of charm to vacant spaces, when placed at the side or front of residential grocery stores. Concrete walks leading to the entrance can be tinted red or green. Steps leading to the store should not be allowed to wear smooth, for that may lead to accidents and damage suits.

Frame-work supports, and obstructions of every kind, should be reduced to the minimum. The store front should be as free as possible from obstructions, giving the greatest possible space to plate glass, consistent of course with good design and the atmosphere to be established.

● Fig. 3. A front of this type is especially appropriate for the narrow store on a busy street. It provides a good amount of display space in a small amount of room.



● Fig. 4. A good front for the store from 25 to 40 feet wide. It is especially appropriate for the general store, as the center window affords excellent display for bulky merchandise.



● Fig. 5. This side or corner entrance is not a desirable type of front. It brings people into the store at a disadvantage, and the large, awkward window is hard to trim.

A simple but dignified front for a neighborhood store. The mass displays in the large windows of Roberts Brothers Grocery, Tacoma, Wash., attract the attention of even the passersby in automobiles.

Because of their consumer appeal, fruits and vegetables are generally given prominence in open fronts. King's Market, Los Angeles, is an example.

This residential type of building and architecture is especially popular for neighborhood stores in the northern and eastern states.

● A store front can do much to give character to a store. Note how the appearance and atmosphere of Gold's and Nunn's markets, Cleveland, (right) were completely changed by a new front (below).

● A center entrance on the sidewalk level, displays and window background low enough to permit a view of the entire store, concealed window lights and ventilators pleasingly arranged are all desirable features in this store front of Kaffer's, San Jose, Calif. A front of this type is practical for both cash-and-carry or service stores —especially a neighborhood or small-town store.

● This front and window arrangement, accompanied by abundant store illumination, tends to make this entire store appear as one mammoth food display.

● This front served B. & W. Imorde grocery, Louisville, Ky., well for sixty years. But in order to keep ahead of the swift pace of competition, it was rebuilt in 1934 into the one below.

● Now the Imorde grocery has a distinctive front in keeping with the character of its business and the neighborhood. Since building this Georgian style colonial front and making interior improvements as well, the business has shown a healthy growth.

When stores in residential sections are built in keeping with the community, good will frequently results. This is how the Grant Park Grocery & Market, Portland, Ore., has done it.

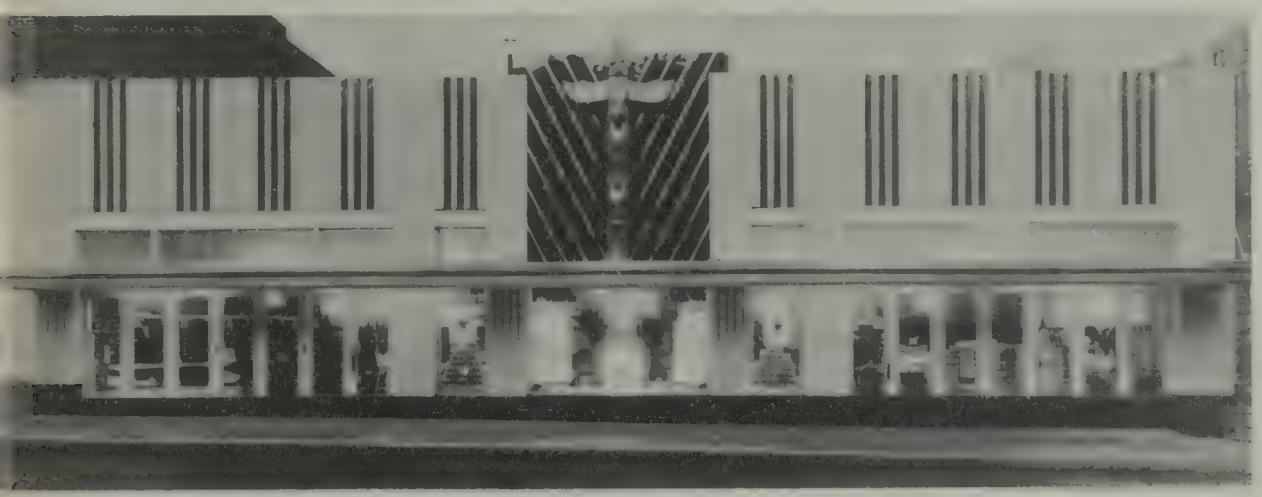
Another example of the kind of front that does the trick on Main Street is supplied by the Dixon Grocery, Dixon, Ill. Note that the entire store front is practically a display window.

Widen's Bakery, Chicago, is a good example of a front for a high-grade bakery. There is a "feature case" on either side of the vestibule for daily display of specials.

● The parking problem is increasing in importance for stores located in congested sections. Some merchants overcome it by building their store around the parking problem. Smith's Drive-In Food Shop, Peoria, Ill., has provided a private driveway and parking space under cover for the convenience of its customers and capitalizes the service in its name. Modernistic glass tile in black and yellow, with raised aluminum lettering, makes the store front impressive. This store is air-conditioned.

● Free and easy entrance into a store is a distinct trade advantage. An open door has more pull than a closed door—an open front a stronger pull than a closed front. That's why market stores are going in for open fronts when climatic and local conditions permit. The illustration below shows how the front of Milgram's, Kansas City, is removed during business hours.

When B. K. Bershara's store had outlived its location at the edge of the business section of Muncie, Ind., he moved out into a residential section, built this combined residence and store and not only took most of his trade with him but acquired considerable new trade.



The Totem Market, Tacoma, Wash., capitalizes its name by building a totem pole into the store front. The doors fold back permitting an open front effect in good weather. The simple dignity of the building's modern design makes an impressive and attractive front.

Dallas, Texas, is famous for its fine food stores that blend with the temper of the community. Here is one—Moore's.

A store can be simple in design yet inviting and impressive, as shown by this model store of McCormick & Co., Baltimore.

This store front of Reid's, Charlotte, N. C., is designed to fit in with the type of buildings in the locality.

When a partition is removed and two store rooms thrown together into one, a store sign can be made to tie the rooms together on the exterior as well.

Stores set back from the sidewalk in neighborhood shopping centers are generally pleasing to consumers. The California Drive-In Food Market, Waterloo, Iowa.

Joe's Price-Rite, Seattle, Wash., is a popular design for the neighborhood or country store that wishes to emphasize price appeal.

Chain stores, too, are going in for modernistic effects in some of their markets when centrally located.

● Los Angeles, Cal., leads the country in fine large food markets. More than a hundred have been built in the past five years. In keeping with the favorable climate that prevails, most of them have open fronts. Many of the markets are open day and night. The Sunfax Mart is one of Los Angeles' popular markets.

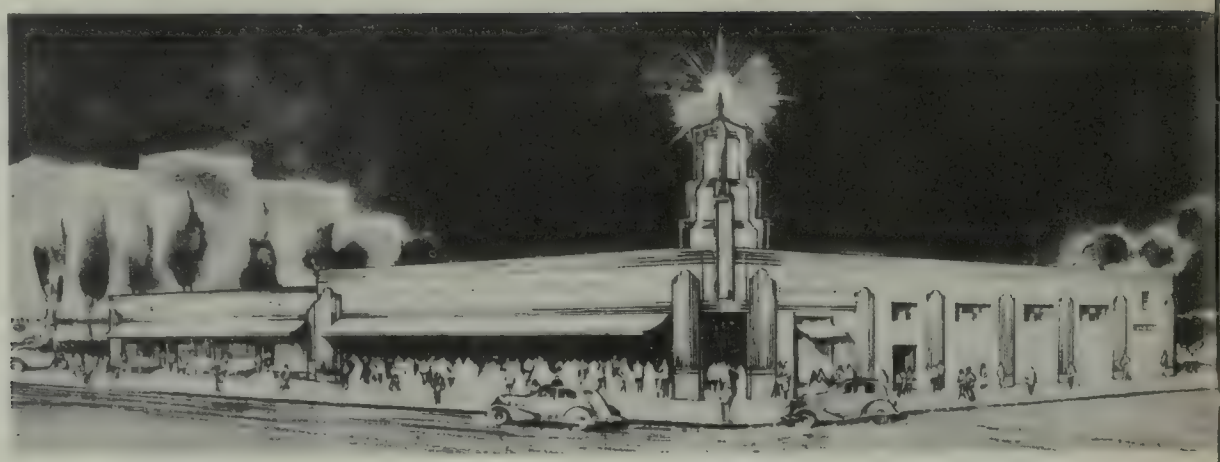
● A few years ago many California markets were built in the shape of a U or an L so that auto trade could drive in from the street and park in the inside parking area. The more recent trend, however, is to build markets on the sidewalk line instead, as shown by the market below—Von's Olympic, Los Angeles. Generally these sidewalk-line markets are located on a corner with private parking space at the rear or side, or both.

The dignified and impressive entrance to the parking grounds of this Pacific Coast market illustrates how large markets cater to the motor trade.

The Howard Bake Shop front is designed especially to concentrate attention on the merchandise displayed — while grocery fronts are usually designed to give a view of the store interior as well.

The store of R. H. Nowell, Houston, Tex., through design and store sign skillfully ties together two rooms that were formerly separate stores.

● It is difficult to say what the next development in food markets will be. This is what the successful operators of the Wonder Food Market, Los Angeles, consider the last word in food store design. This market is fairly conservative yet attractive in all its details.



● Not all the large markets are located on the West Coast. Here is a night view of Jack Cinnamon's Market, Detroit. Skillful front design, an illuminated sign and adequate interior illumination are all carefully worked out so as to make the market stand out at night.

● This is a popular design, in many sections of the country, for an economically constructed neighborhood store located on a main thoroughfare. This store, Conkling's, San Jose, Cal., is large enough to be impressive, yet is simple in design and construction.

● Most large markets, particularly on the Pacific Coast, are open nights. Adequate illumination, therefore, is essential not only for the store interior but for the exterior as well so that the market and its name will stand out boldly at night. Here is a night view of the La Salle Market, Los Angeles. The market in its entirety makes one tremendous mass food display.

● McCann's of Pittsburgh, America's largest food store, owned the lot adjoining the main store, and built this Economy Market on the space to catch additional trade. There is considerable traffic on the street so the market was built back from the sidewalk to permit mass displays in front of the store. The space is largely used for fruits and vegetables, the massive piles of which make colorful and attractive displays.

● Berthiaume's of Superior, Wis., is a high-class service market. When the store was remodeled, this dignified front in keeping with the character of the business was built. Parking space in front and on the side accommodates sixty cars.

● William Wundram, Davenport, Iowa, shows here how an old-type corner entrance building can be given an attractive modern front.

●

A double entrance front makes for three display windows and gets away from what would otherwise be two large awkward windows, hard to trim. In double entrance stores it is generally best to set the center or island window back a few feet from the sidewalk, thus improving the visibility of all the windows and providing a small lobby in front of the store—as was done by this high-grade suburban store, the Village Market, Grosse Point, Detroit.

The change of Wm. Richter's store, St. Louis, from the one below to the one on the right was made without interrupting business. The contrasting tile work of the front gives this neighborhood store a pleasing, inviting appearance, and makes the store stand out so it can be easily recognized at a distance.

● Another example of how adequate illumination and signs make a store stand out at night and enable the store to catch an additional volume of motorists' trade.

● It's hard to believe that the old-fashioned, dingy store building above was rebuilt into this modern attractive market of Manierre & Dixon, East Hartford, Conn., that you see on the right — but that's exactly what happened.

● Good roads and automobiles have made it possible for many fine food stores to prosper even though far removed from down-town or neighborhood shopping centers. Wide expansive buildings set back from the highway, plenty of neat signs, mass displays in front featuring country produce, all help to attract the automobile trade. Some of these roadside markets have a very favorable operating expense, permitting low prices. In addition to country produce, Park'n Shop, located on Mountain Highway, south of Tacoma, Wash., handles a complete line of groceries.

● Frequently the parking problem is not acute in suburban towns. Moreover, suburban stores generally deliver to all sections of the town. Under those conditions a central location is an asset. Here is an example of a prosperous suburban, mid-west food market—Paul's Food Shoppe, in Bexley, Ohio, outside of Columbus. This store is neat, dignified and attractive, and compares favorably with city stores, yet it retains the simplicity that appeals to small-town and rural trade.

● Large cash markets located in suburban sections, especially when they remain open nights, generally have identifying features that make them stand out and be easily remembered. The tower, the illuminated sign on the tower, the illuminated sign on the front, identify the Thriftimart, Los Angeles, by day or night. Even the name —Thriftimart—is well chosen—one that appeals to the feminine mind, and lingers easily.

● In built-up city sections it is seldom possible to erect a new structure to house a large store. It is generally necessary to acquire two or three small stores and remove the partitions. Here is how Gristede Brothers did it in busy New York City on Madison Ave. at 78th St. Lights above the sign illuminate it at night. Each window is equipped with floodlights in addition to regular window lights.

●

This picture (below) shows how at least half of the front of the Totem Market, Seattle, Wash., may be opened during favorable weather by folding back the doors. Note, too, the parking space at the side. The totem pole above the doorway is set off against paneling of black structural glass.

● Push rails and shining kick plate on the doors, the crisp awning, the distinctive color contrast and the service sign over the entrance are all points that commend the store front of H. Cooke, Kingston, Ont., Canada.

● Lest we forget . . . just a reminder, by way of contrast, of those good old days when grocers were storekeepers instead of merchants, and people bought their groceries from the nearest store. Store fronts and merchandising technique were then of little consequence. But gone are those days.

● A neat front freshly painted, merchandise in windows price-marked, the discreet use of posters, all help to give a store sales appeal. Here we have W. H. Longenbaker's conception of The Model Store, Spokane, Wash.

● This is not an actual food store but is an architect's conception of what the future market will be. Named "Luminous Market", it is a striking combination of modern lighting and modern architecture. Its outstanding feature is the display and advertising effect of the lighting. Beams of light radiate in all directions so as to draw attention to the market from a considerable distance.

● An imposing structure indeed is the Rankin Market, Portland, Ore. In this market the departments are segregated and operated separately. As the front is open and there are but few small display windows, the large columns are not objectionable—as they are in most stores.

● Many chains, like independents, are tending toward markets of this size. They are large enough to display and handle a complete line of foods. Chains, particularly, are finding it difficult to make their large master-markets pay. Stores can also be too large for profitable operation.

● Service stores catering to de luxe trade often find it desirable to build simple but dignified fronts and keep their windows free from screaming advertising material. Flagg & Hooley, Scarsdale, N. Y., is a store of that type catering to exclusive Westchester trade. Arches contribute much to the pleasing effect this store front gives.

●
A store in a residential section can also have the appearance of a residence and thus not be objectionable in the community. The New Cottage Grocery, Portland Ore., is a store of that type. Many neighbors welcomed it. The well-kept lawn and stepping stones suggest that the store too is managed with efficiency.

● Particularly have neighborhood grocers in the Pacific and northwestern states gone in strongly for residential design, including shrubbery, flowers and all. Here is another one in Portland, Ore.—the impressive Schafer & Vinton store, which shows classical influence.

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